

An event by:



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BOLOGNAFIERE
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ZOOMARK 2019
INTERNATIONAL

EVENT PROGRAMME ZOOMARK 2019

06/05/2019 10:30am - 1:00 pm **OPENING CONVENTION AND PRESENTATION OF THE ASSALCO-ZOOMARK REPORT ON PET FOOD AND PET CARE “THE PET MARKET IN ITALY: THE MAIN SOCIO-CULTURAL TRENDS”**

Organised by: ZOOMARK INTERNATIONAL - ASSALCO

The ASSALCO-Zoomark Report on Pet Food and Pet Care will be presented at the Opening Convention providing a detailed picture of the current state of the industry and the market. The report has been compiled in collaboration with the main players in the sector and is supported by scientific evidence, research and contributions from experts.

Speakers include

Gianpiero Calzolari – President of BolognaFiere

Welcome address

Gianmarco Ferrari – President of ASSALCO

Welcome and introduction to the ASSALCO-Zoomark Report

Paolo Garro – Business Insights Director, IRI

Pet food in 2018: the dynamics of the different channels

Paolo Colombo – Research Unit Manager, DOXA

Italians and their pets

Antonio Manfredi – Director of ANMVI

Pet owners in Italy

Chairing the event will be Vito de Ceglia of the Business and Finance section of *La Repubblica*

Speaking at the conclusion of the Convention will be:

The Rt Hon. **Michela Vittoria Brambilla** – President of the Italian Inter-parliamentary Group for Animal Rights and President of the Italian League for the Defence of Animals and the Environment.

On the topic: Our pets and the law: the changes to the current legislation

Sala Notturmo – Service Centre, Block D

06/05/2019 2:00pm - 5:30 pm

THE USE OF PLANTS AND HERBAL PREPARATIONS FOR THE WELLBEING OF ANIMALS

Organized by: ZOOMARK INTERNATIONAL – SISTE (Italian Society for the Applied Science of Medicinal Plants and health Products)

Since ancient times plants and their derivatives have been used to treat illnesses afflicting humans and animals. Scientific studies in more recent times have confirmed the benefits of these preparations, encouraging further research, the development of plant-based treatments for maintaining animal wellbeing and the prevention of certain pathologies. The event will provide an opportunity to discover the latest possible applications of plant products for animal health as well as the research under way in this sector. Participating at the event will be some national experts and researchers of global fame who will analyse some of the more significant aspects of the research in the veterinary field and will offer some indications and authoritative testimonies on the use of plant derivatives for maintaining animal health. The event will also include the presentation of the new guidelines and standards concerning the certification of “natural and organic” creams and products, guidelines that have been formulated to ensure the wellbeing and the safety of animals as well as respect for the environment.

Programme

2.00pm Registration of participants

2.30pm Health and introduction

2.45pm Medicinal plants and essential oils for animal health

Franz Chlodwig, Emeritus Professor at the University of Veterinary Medicine in Vienna, Austria, Institute of Applied Botany and Pharmacognosy (simultaneous translation English /Italian)

3.30pm Emerging problems in the veterinary sector

Maddalena De Cillà, Veterinary doctor – Veterinary working group SISTE

3.30pm Herbs and vegetable extracts for animals, legislative aspects and how to highlight benefits on product labels

Doriana Tedesco, Department of science and environmental policy at the University of Milan

4.10pm Light and shadow in the use of phytotherapy in veterinary medicine

Anna Zaghini, Department of Veterinary Medical Science – University of Bologna

4.30pm

Creams for animals: What are the rules?

Fabiana Bariselli (SISTE)

The new certification for natural and organic products

Fabrizio Piva (CCPB)

5.10pm Discussion and conclusion

Presented by: *Marinella Trovato* (SISTE)

Simultaneous translation - Sala Notturmo – Service Centre, Block D

06/05/2019 2:30pm - 3:30 pm THE INTERNATIONAL PET MARKET - FOCUS UK

Organised by: ZOOMARK INTERNATIONAL – PetQuip (International Trade Association of Pet Equipment Suppliers)

PetQuip will be presenting an overview of the British pet market at Zoomark 2019. With more than 55 million pets, the UK spends 1.7 billion pounds (almost 2 billion euros) each year on products and services that involve all types of pets. The seminar will provide the latest information about the British pet market and innovations in the sector.

The event will be held entirely in English

Sala Melodia – Service Centre, Block B

06/05/2019 2:30pm - 4:30 pm THE MODERN SPECIALIST: PROSPECTIVE BUSINESS AND PROMOTION

Organised by: ZOOMARK INTERNATIONAL

How the role of the pet shop has changed and will change. The concepts of brand value and the commercial offer, the importance of modern financial management, ethics, the capacity for teambuilding and creativity.

Sala Ouverture – Service centre, Block D

06/05/2019 4:40pm - 5:30 pm REMEDIALIFE AND SUSTAINABILITY IN FISH BREEDING AND AQUARIA

Organised by: ZOOMARK INTERNATIONAL – UniSalento

University of Salento – DiSTeBA, Department of Biological and Environmental Science and Technology, with the professor Adriana Giangrande – is a partner in the REMEDIALIFE project that concerns the environmental organic rehabilitation of aquaculture (sea water, environment) with the production of worms (as a by-product of organic treatment) that can be used in fishkeeping. The presentation by Professor Giangrande will focus on the possibility of using technology developed in the project for the treatment of aquariums.

Sala Ouverture – Service Centre, Block D

06/05/2019 5:00pm - 6:00pm OPENING CEREMONY AT THE AMERICAN PAVILION

Organised by: The Office of Trade of the American Consulate, Milan

The American Pavilion - Pavilion 26

07/05/2019 10:00am - 11:00am THE INTERNATIONAL PET MARKET – FOCUS ON CANADA

Organised by: ZOOMARK INTERNATIONAL - PIJAC Canada

PIJAC, the Canadian trade association for the sector, will be at Zoomark to present the latest data concerning the pet market in Canada, information that has become even more relevant following the recent confirmation of the free trade agreement between Canada and Europe. Numerous companies will be attending the Canadian pavilion ready to welcome visitors.

The event will be held entirely in English

Sala Melodia – Service Centre, Block B

07/05/2019 14:30 - 15:30

THE INTERNATIONAL PET MARKET - FOCUS ON USA

Organised by: ZOOMARK INTERNATIONAL - APPA (American Pet Products Association)

The American pet market is experiencing a substantial expansion: Americans are spending more than ever on pets. The year 2018 saw record spending of 72 billion dollars. This presentation will provide a complete overview of the latest trends in the consumption of pet products and services and will analyse the generational differences, such as those reported in the recent APPA National Pet Owners Survey 2019-2020.

The event will be held entirely in English

Sala Melodia - Service Centre, Block B

07/05/2019 2:30pm - 4:00 pm

AQUARIA IN THE ARCHITECTURAL CONTEXT: PROBLEMS, SOLUTIONS AND BEST PRACTICES

Organised by: ZOOMARK INTERNATIONAL / Aqua project - *Abitare*

This meeting will involve an interior designer, an architect, a Feng Shui consultant and an aquarium producer. This is an opportunity for architects to discover the criteria and parameters to consider in order to avoid resolvable problems that could compromise the outcome of an aquarium project.

For architects, participation in the event will count as two training credits.

Speakers:

The aquarium in the context of an interior design project
Massimo Donizelli, architect and teacher of interior design

The meaning of water in living and working spaces

Marzia Mazzi, architect and Feng Shui consultant

The relationship between client expectations and the actual construction

Federico Carraro, product manager and commercial director of Sicce Italia

Conclusions

PierGiorgio Giannelli, president of the Bologna Order of Architects*

Chaired by Chiara Maranzana, deputy editor of the magazine *Abitare*

At the end of the seminar will be a guided tour of the Aqua Project and its 11 themed aquaria and natural pond.

Sala Ouverture - Service Centre, Block D

07/05/2019 3:00pm - 6:00pm A SIMPLE GUIDE TO ELECTRONIC VETERINARY PRESCRIPTIONS

Organised by: ZOOMARK INTERNATIONAL– ANMVI (National Association of Italian Veterinary Doctors)

Speakers include:

Marco Melosi, President ANMVI

Annarosa Racca, President Federfarma Lombardia

Giampiero Toselli, Secretary General of Federfarma Lombardia

Salvatore Macrì, Ministry of Health DGSAF – Veterinary Medicine

Pasquale D'Avella, Vice president of Federfarma Sunifar

Preview presentation on the website [TutorialRicettaVet.it](http://www.tutorialricettavet.it)

The first tutorial about electronic veterinary prescriptions

<http://www.tutorialricettavet.it/>

Sala Suite - Service Centre, Block D

08/05/2019 9:00am - 12:30pm THE KEY TOOLS FOR SOUND MANAGEMENT OF A DOG BREEDING CENTRE

Organised by: ZOOMARK INTERNATIONAL - Monge & C. spa - E.V. srl

Programme

9.00am Registration

9.30am Leishmaniasis

Manuela Gizzarelli

10.15am The main parasite issues in the breeding environment

Marco Genchi

11.00am Managing the moment of birth: how to help the mother

Michela Beccaglia

11.45am Coffee break/lunch

12.30pm Selection tools and biodiversity

Stefano Marelli

1.15pm The Monge Report

Elena Pagani

2.00pm Discussion and conclusions

Sala Ouverture - Service Centre, Block D

08/05/2019 10:00am - 11:00am THE INTERNATIONAL PET MARKET – FOCUS ON RUSSIA

Organised by: ZOOMARK INTERNATIONAL - Parkzoo Yulia Dolzhenkova, co-owner of the communications firm ZOOINFORM and editor of the B2B magazine *Zoobusiness in Russia*, will give a presentation on the Russian market. Yulia will provide economic data and describe the structure, trends and development of the pet industry and products. She will also be available to offer suggestions on how to find a distributor in Russia and will answer questions about getting involved in the Russian market.

The event will be held entirely in English

Sala Melodia - Service Centre, Block B

08/05/2019 2:00pm - 3:00pm THE INTERNATIONAL PET MARKET - FOCUS ON CHINA

Organised by: ZOOMARK INTERNATIONAL - CIPS

CIPS – the only B2B pet event in China – will illustrate analysis of the Chinese pet market, indicating consumer behaviour and current consumption in this sector in addition to the trends of Chinese producers.

The event will be held entirely in English

Sala Melodia - Service Centre, Block B

08/05/2019 3:30pm - 4:30pm THE INTERNATIONAL PET MARKET - FOCUS ON INDIA

Organised by: ZOOMARK INTERNATIONAL - L.B. Associates

The Indian economy is driven by consumption, which in recent years has contributed around 70% towards the country's growth. The population of pets in India has increased mainly thanks to the growth of the middle class, the development of the urban population and the increase in disposable income. Indian GDP is growing at a rate of 7% and the industry for pet products has experienced growth of 25-30%. For this reason, the Indian market represents an excellent development opportunity for the international industry over the coming decade. An opportunity to discover a new, enormous and complex market. As India is a continent and not just a country, it should be treated as such.

The event will be held entirely in English

Sala Melodia - Service Centre, Block B

**09/05/2019 9:00am - 12:30pm THE EVOLUTION OF THE PROFESSION OF ANIMAL GROOMER IN ITALY:
THE FCC AND APT CERTIFICATION AND THE LEGISLATION 4/2013**

Organised by: ZOOMARK INTERNATIONAL - SCIVAC (Italian Veterinary Cultural Society for Pets) - APT

Speakers: *Gianmarco Tamburini - Cosetta Raffaelli - Cinzia Spiga*

Sala Ouverture - Service Centre, Block D

09/05/2019 10:00am - 11:00am THE INTERNATIONAL PET MARKET – FOCUS ON THE CZECH REPUBLIC

Organised by: ZOOMARK INTERNATIONAL - Czech Trade Italia

The Czech Republic is a country at the heart of Europe with an extremely open economy that is experiencing rapid growth. The country has a long industrial tradition, reasonable costs, well-developed infrastructure and a qualified workforce. Czech companies are recognised as reliable partners and provide high quality products, technologies and services. To find out more about the Czech market and the international promotion of Italian companies in the Czech Republic or in Central Europe this workshop will present the latest and most important information about this area.

The event will be held entirely in English

Sala Melodia - Service Centre, Block B