

An event by:



10.11 > 12.11 2021
BOLOGNAFIERE -ITALY

ZOOMARK 2021
INTERNATIONAL

CONFERENCES AND EVENTS AT THE FAIR: THREE DAYS OF DEBATES AND PRESENTATIONS AT ZOOMARK INTERNATIONAL 2021

The evolution of the market in Italy, focus sessions on foreign markets and post-Covid trends in pet care are some of the topics topping the agenda at the meetings for operators and professionals in the pet sector at ZOOMARK INTERNATIONAL 2021.

Highly specialized meetings to support the business of the exhibiting companies as well as professional training about the latest developments in the sector for the pet care community.

AGENDA

10 November 2021 – h. 09.45-11.30 – Concerto Room – Service Centre, Block D

OPENING CONFERENCE - PRESENTATION OF THE ASSALCO-ZOOMARK 2021 REPORT

The 14th edition of the Assalco-Zoomark Report offers an analysis of the market and the main social trends in the pet world in Italy.

Following the presentation of the Report will be speeches by political and institutional representatives at a round table on protecting pets and the potential of fiscal policies to serve the purpose.

Speakers include:

- Gianpiero Calzolari, President of BolognaFiere
- Davide Celli, Bologna Municipal Councillor responsible for animal rights and wellbeing
- Gianmarco Ferrari, President of Assalco – the Italian Association of Pet food and Pet-care Industries
- Marco Melosi, President of ANMVI – the National Association of Italian veterinary Doctors
- Paolo Garro, IRI Business Insights Senior Director

Round table – Pets in families and in the society; more value in the time on Covid-19

- Senator Caterina Biti
- Michela Vittoria Brambilla, member of the Italian Chamber of Deputies and President of the cross-party parliamentary group for animal rights
- Filippo Maturi, member of the Italian Chamber of Deputies
- Carla Rocchi, President of ENPA, the National Association for the Protection of Animals

Chaired by Ilaria Vesentini

10 November 2021 – h. 10.00-11.00 – Pavilion 25, stand C32 (MacPets)

GROOMING EVENT: DEMONSTRATION OF ASIAN STYLE AND SCISSOR CUT

Organized by: MacPets Srl

Pavilion 25, stand C32 (MacPets)

10 November 2021 – h. 10.00-13.00 – Pavilion 26, stand B37.C36 (Aries)

PRESENTATION OF ARIES NATURAL ACADEMY: LIVE DEMONSTRATION ON VARIOUS BREEDS

Organized by: Aries Srl

10 November 2021 – h. 10.30-11.30 – Pavilion 25, stand A22 (Shiny Pet – Hydra Italia)

GROOMING EVENT: DEMONSTRATION OF SCHNAUZER STRIPPING

Organized by: ShinyPet srls

10 November 2021 – h. 11.00-12.00 – Bolero Room – Service centre, Block B

ARE YOU LOOKING FOR A NEW BUSINESS PARTNER? YOU MAY FIND IT IN THE CZECH REPUBLIC!

The Czech Republic, also known as Czechia, is a country "in the heart" of Europe, with an extremely open and fast-growing economy, a long industrial tradition, reasonable costs, well-developed infrastructure and a skilled workforce. Czech companies have a reputation as reliable partners and suppliers of high quality products, technologies and services.

If you want to know more about the Czech market and the international promotion of your company in the Czech Republic or Central Europe, join our workshop and we will present you the latest and most important information about our market. We will give you tips that no one else can give you, while a Czech company will share its success story on the global market with you.

Speakers: **Petra Krivova, Czech Trade, and representatives of Czech companies**

Organized by: **Czech Trade**

10 November 2021 – h. 11.00-12.00 – Pavilion 26, stand B65.B66, B69-B70 (Record – qualità per piccoli animali)

MASTER GROOMERS: DEMONSTRATION ON THE COMMERCIAL MALTESE

Organized by: **Rinaldo Franco Spa**

10 November 2021 – h. 14.00-15.00 – Suite Room – Service Centre, Block D

BECOME AN INFLUENCER OF YOUR PETSHOP - THE PHYGITAL RETAIL

The event will deal with the following topics: the evolution of the post-pandemic pet sector, the importance of online, what the influencer does, what is phygital retail, use of the social media as a marketing tool to increase sales, Facebook and Instagram tips, Google My Business, landing page.

In collaboration with: **Pet Village**

10 November 2021 – h. 14.00-16.00 – Melodia Room – Service Centre, Block B

FOCUS ON FOREIGN MARKETS - POLAND, ROMANIA AND HUNGARY

Organized by: **ITA - ItalianTrade Agency**

The trade analysts of ITA - Italian Trade Agency illustrate and deepen the results of the research they conducted on the pet markets of Poland, Romania and Hungary.

10 November 2021 – h. 14.00-16.00 – Notturmo Room – Service Centre, Block D

EUROPEAN PET ORGANIZATION (EPO) MEMBERS' MEETING

10 November 2021 – h. 14.00-16.30 – Pavilion 26, stand B37-C36 (Aries)

PRESENTATION OF ARIES NATURAL ACADEMY: LIVE DEMONSTRATION ON VARIOUS BREEDS

Organized by: **Aries Srl**

10 November 2021 – h. 14.15-15.15 – Pavilion 26, stand C64 (Urban Dog)

DEMONSTRATION OF ASIAN STYLE ON THE POODLE

Organized by: **Urban Srl**

10 November 2021 – h. 15.00-16.00 – Pavilion 25, stand C32 (MacPets)

THE ETHICAL EVOLUTION OF GROOMING

Organized by: **MacPets Srl**

10 November 2021 – h. 15.00-16.00 – Pavilion 26, stand B65-B66, B69-B70 (Record – qualità per piccoli animali)

MASTER GROOMERS: DEMONSTRATION ON THE KERRY BLUE TERRIER

Organized by: **Rinaldo Franco Spa**

10 November 2021 – h. 16.30-18.00 – Notturmo Room Service Centre, Block D

EUROPEAN PET ORGANIZATION (EPO) - INTERNATIONAL TRADE ASSOCIATIONS MEETING

11 November 2021 – h. 09.00-13.30 – Concerto Room - Service Centre, Block D

THE ROLE OF NUTRITION IN THE GROWTH OF THE PUPPY

The event aims to provide participants with useful knowledge for the proper nutritional management of puppy growth, learning about their nutritional and energy needs and how to satisfy them with the most common diets.

Speakers: **Giacomo Biagi, Med Vet, Dr Ric**

In collaboration with: PET ACADEMY

11 November 2021 – h. 09.30-11.00 – Notturmo Room - Service Centre, Block D

LONG-LASTING POST-COVID TRENDS IN PET CARE

The speech will first overview 2021, a first year in a relative post-pandemic setting, looking at Europe's overall pet care market performance, population stats, performance of market segments. Further, it will take a look at long term shifts that will take place beyond 2021, focusing on sustainability. It will deep dive into the opportunity's sustainability offers and challenges, and identify the most important markets for pet care in Europe using Euromonitor's Sustainability Index. The session will be held in Zoom live by Margaux Laine, Senior Market Research Analyst - Food & Nutrition, Western Europe, Euromonitor International.

Speakers: Margaux Laine, Senior Market Research Analyst - Food & Nutrition, Western Europe,

In collaboration with: EUROMONITOR INTERNATIONAL

11 November 2021 – h. 10.00-13.00 – Pavilion 26, stand B37-C36 (Aries)

ARIES NATURAL ACADEMY LIVE: LIVE DEMONSTRATION ON VARIOUS BREEDS

Organized by: Aries Srl

11 November 2021 – h. 10.30-11.30 – Pavilion 26, stand B65-B66, B69-B70 (Record – qualità per piccoli animali)

MASTER GROOMERS: DEMONSTRATION ON THE COMMERCIAL HALF-BREED

Organized by: Rinaldo Franco Spa

11 November 2021 – h. 10.30-11.30 – Pavilion 25, stand A22 (Shiny Pet – Hydra Italia)

GROOMING EVENT: DEMONSTRATION OF ASIAN STYLE ON THE POODLE

Organized by: ShinyPet srls

11 November 2021 – h. 11.00-12.00 – Bolero Room – Service Centre, Block B

INTERZOO PRESS EVENT

Welcome address: Antonio Bruzzone, General Director BolognaFiere S.p.A.

For the first time, Interzoo, the world's biggest trade fair for pet supplies, will be hosting a press event at Zoomark International. After the welcome address by Antonio Bruzzone, General Director of BolognaFiere S.p.A., the WZF Managing Director Gordon Bonnet, the Director Exhibitions Rowena Arzt and the PR Manager Interzoo Anja Wagner will deepen the theme of the advantages of exhibitions in person and will introduce their plans for 2022, when Interzoo will be held from 24 to 27 May at Nuremberg Exhibition Center.

Moderator

Anja Wagner, PR Manager Interzoo

Speakers: Gordon Bonnet, CEO ZZG and WZF GmbH, Rowena Arzt, Director Exhibitions WZF GmbH

In collaboration with: Interzoo

11 November 2021 – h. 11.00-30 – Melodia Room – Service Centre, Block B

PET PRODUCTS: NEW TOOLS TO INCREASE ONLINE SALES

In collaboration with: PVI POINT VETERINAIRE ITALIE

11 November 2021 – h. 13.30-17.30 – Notturmo Room – Service Centre, Block D

VETERINARY DENTISTRY TODAY: DIAGNOSIS, THERAPY AND PREVENTION OF THE MOST COMMON ORAL DISEASES

Organized by: EV s.r.l.

In the context of the reports, the main dental problems will be taken into consideration, with particular reference to periodontal disease and its systemic repercussions. The method for the correct execution of a scaling, the decision-

making methods for establishing the need to perform extractions and the importance of prophylaxis will then be described.

Speakers: Mirko Radice, Med Vet

In collaboration with EV

11 November 2021 – h. 13.30-17.30 – Concerto Room – Service Centre, Block D

THE BIRTH... FROM A TO Z

An entire afternoon dedicated to the beautiful and delicate moment of delivery in cats. Attention will be paid to how to know and evaluate the correct time of birth, how to recognize and prevent problems during childbirth and in the subsequent period, how to properly care for newborns and how to prevent possible neonatal pathologies.

Speakers: Maria Carmela Pisu, Med Vet, Dipl ECAR

In collaboration with: PET ACADEMY

11 November 2021 – h. 14.00-16.30 – Pavilion 26, stand B37-C36 (Aries)

ARIES NATURAL ACADEMY LIVE: LIVE DEMONSTRATION ON VARIOUS BREEDS

Organized by: Aries Srl

11 November 2021 – h. 14.30-15.30 – Pavilion 26, stand B65-B66, B69-B70 (Record – qualità per piccolo animali)

MASTER GROOMERS: DEMONSTRATION ON THE COMMERCIAL POODLE

Organized by: Rinaldo Franco Spa

11 November 2021 – h. 14.30-16.00 – Bolero Room – Service Centre, Block B

SIX PET FOOD TRENDS TOLD BY CLAIMS

The content of the first "Pet Food Observatory" created by Pet B2B: a reading of the market starting from the analysis of the assortments of the shops.

Speakers: Paola Cane, expert in regulators and compliance and creator of the project - Luciano Fassa, General Manager Monge - Elisabetta Bracci, Brand & Pet Owner Director Royal Canin - Luca Bussolati, Pet Business Unit Director Coop Alleanza 3.0

In collaboration with: PET B2B

12 November 2021 – h. 10.00-11.00 – Pavilion 25, stand C32 (MecPets)

GROOMING EVENT: DEMONSTRATION OF ASIAN STYLE AND SCISSOR CUT

Organized by: MacPets Srl

12 November 2021 – h. 10.30-11.30 – Pavilion 26, stand C64 (Urban Dog)

SKIN PROBLEMS

Organized by: Urban Srl

12 November 2021 – h. 10.30-11.30 – Pavilion 25, stand A22 (Shiny Pet – Hydra Italia)

GROOMING EVENT: SCISSOR CUT ON THE BEDLINGTON

Organized by: ShinyPet srls

Pavilion 25, stand A22 (Shiny Pet - Hydra Italia)

12 November 2021 – h. 11.00-12.00 – Melodia Room – Service Centre, Block B

BECOME AN INFLUENCER OF YOUR PETSHOP - THE PHYGITAL RETAIL

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In collaboration with: Pet Village

12 November 2021 – h. 12.30-13.30 – Pavilion 26, stand C64 (Urban Dog)

SKIN PROBLEMS

Organized by: Urban Srl

12 November 2021 – h. 13.30-17.30 – Notturmo Room – Service Centre, Block D

MAIN DISEASES OF THE PET RABBIT AND MAIN DISEASES OF THE TURTLE

Organized by: EV s.r.l.

This event aims to provide the theoretical and practical bases to face the "pet rabbit" and the "turtle" patient in daily clinical practice. The main pathologies and diseases will be analyzed, dealing with topics of everyday outpatient practice.

Speakers: Igor Pelizzone, Med Vet, GPCert (ExAP), Alessandro Vetere, Med Vet, GPCert (ExAP)

In collaboration with: EV

12 November 2021 – h. 14.00-17.30 – Pavilion 26, stand B37-C36 (Aries)

ARIES NATURAL ACADEMY LIVE: LIVE DEMONSTRATION ON THE GIANT POODLE

Organized by: Aries Srl

12 November 2021 – h. 14.30-15.30 – Pavilion 26, stand C64 (Urban Dog)

SKIN PROBLEMS

Organized by: Urban Srl

12 November 2021 – h. 15.00-16.00 – Pavilion 25, stand A22 (Shiny Pet – Hydra Italia)

GROOMING EVENT: SCISSOR CUT ON THE POODLE

Organized by: ShinyPet srls

Pavilion 25, stand A22 (Shiny Pet - Hydra Italia)

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