



ZOOMARK 2015

INTERNATIONAL

BOLOGNA FIERE - ITALY 7-10 MAGGIO / MAY 2015

an event by



Official Partner

PRESS RELEASE

ZOOMARK CONFIRMS ITS INCREASINGLY INTERNATIONAL PROFILE

With 30% of buyers from 85 foreign countries, this year's event marked a record for foreign visitors (up 15% compared to the previous fair).

22,299 buyers flocked to the four day event.

The next fair will take place in May 2017

Bologna 1 July 2015 - Food, care and hygiene, technology, clothing and accessories, the key sectors of the pet industry, were the focus of the four day Zoomark International event, the sixteenth to date, with the data in the newly published 2015 Assalco-Zoomark Report cause for optimism among industry professionals. Indeed in Italy the pet food market saw an upturn in 2014, which closed with **a turnover of 1,830 million euro, with sales of 544,000 tonnes** of food products for dogs and cats, the main segment, a **growth of 2.4%**.

"This year's event was an important one", commented Duccio Campagnoli, President of BolognaFiere, "Which boosted networking opportunities for trade professionals from all over the world and confirmed the verve and entrepreneurial flair of this very innovative sector, where research and development have been focusing on issues like environmental sustainability, energy saving and quality, now a key element in production processes. And these values meet with the approval of informed consumers who want to see sustainable usage of resources, and for whom quality and safety are a priority when shopping for their pets. The partnership between BolognaFiere and Expo2015 also resonates with these values: prioritising sustainability in terms of the environment, agriculture, the food industry and its production processes - all things which inevitably impact on our four-legged friends too."

This year's event welcomed 615 exhibitors from all over the world, as can be seen in the infographic showing numbers and country of origin, which highlights the very high number of foreign companies (65%) from 35 different countries.

This is a dynamic industry, with a focus on international synergies, and this year's event confirmed that, highlighting business strategies based on innovation and investments to respond to people's growing attention to pets, prioritising quality and safety and focusing on sustainability in terms of the environment, reusing resources and energy saving. In line with the values that drive families' purchasing decisions.

Trade professionals were at work on their stands and touring the pavilions, spending time in the New Products Area to tap into the latest market trends and most significant innovations; busy with marketing initiatives, and taking advantage of all the opportunities to formulate new strategies for development and forge new partnerships.

A close-up look at the figures confirms the vitality of this market sector and the increasingly international profile of the Zoomark International event: for the first time, among the **6,773 foreign buyers** (up 15% compared to the last event) there were visitors from Kazakhstan, Guadeloupe, Martinique, Rwanda, Qatar and French Polynesia, bearing witness to the increasingly significant role that the Fair plays worldwide. The fact that people are travelling such distances to attend only goes to show that Zoomark International is now a point of reference for all those wishing to gain a complete, in-depth picture of the industry.

The event was attended by **15,526 Italian buyers**, mainly from Emilia Romagna, Lombardy and Veneto. The number of visitors from Molise and the Aosta Valley rose.

The sharp increase in the number of foreign visitors, together with the first signs of economic recovery in Italy, **definitely puts this year's figures in a positive light.**

The event also offered a host of **training and refresher opportunities** for veterinarians, breeders and groomers, with four educational and scientific seminars organised by SCIVAC (the Italian Cultural Society for Pet Veterinarians), APT (Professional Groomers Association), ENCI (Italian National Kennel Club) and ANFI (Italian National Feline Association).

Meetings and workshops explored topical issues for pet industry professionals: e-commerce, social media strategy, lifestyle marketing and much more, presented by CNA Bologna in collaboration with professionals from the communications sector.

There was great interest in the interactive grooming event "**Romeo Grooming**", the proceeds of which were donated to the association Komera Rwanda, which provides aid to the people of Gatere.

Another very popular initiative was the seminar for petshop owners entitled **Winning window displays. How to design an eye-catching display and draw people into your shop.** Piergiorgio degli Esposti, lecturer in Sociology of Cultural Processes and Communication at Bologna University, presented the essential guidelines for creating an appealing window display and spent much time answering questions from participants.

The event captured the attention of the trade press, both Italian and international, the general press, the web and the blogosphere. There were reports on regional and national TV news programmes, and the programme "Su la zampa", shown on TRC Bologna, also featured the fair. During the event the Finelco group's radio channel "Radio Bau & Co." reported live on what was going on, with interviews, features and commentary.

The Fair's **Facebook** page displayed a constant stream of updates and images, attracting large numbers of users who shared and commented on the contents.

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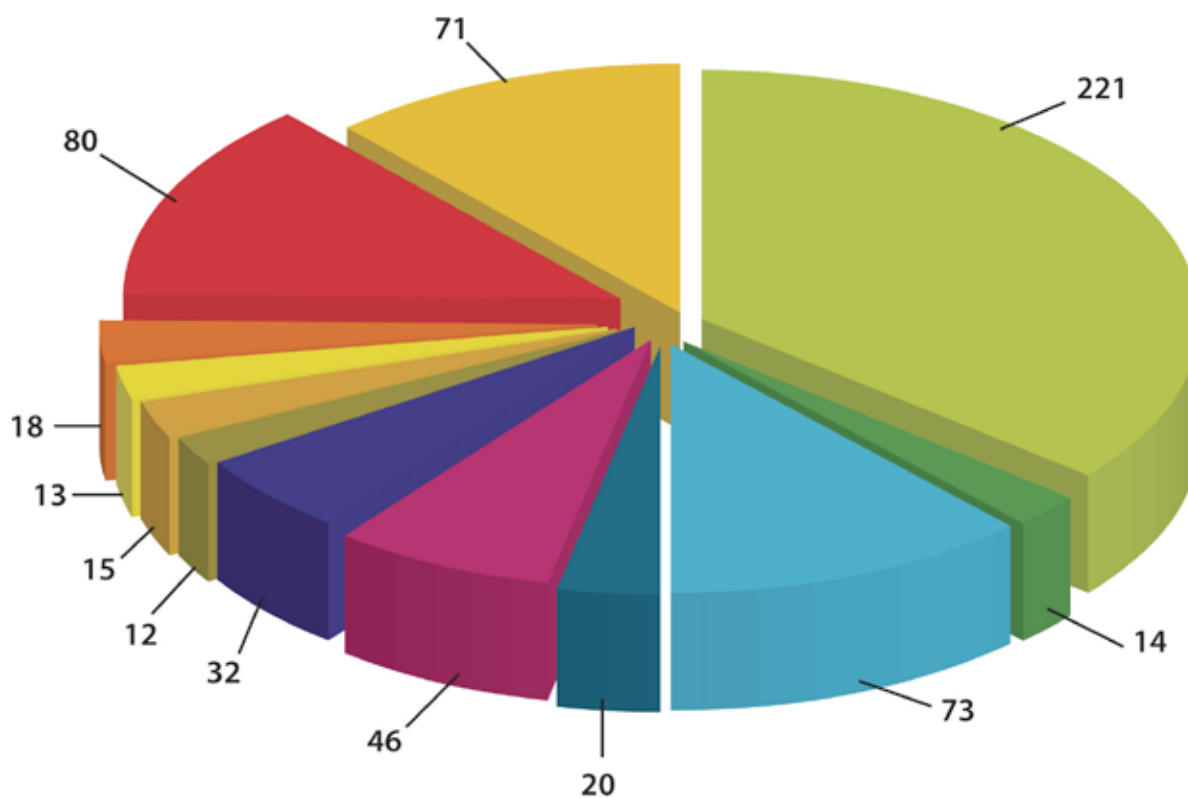
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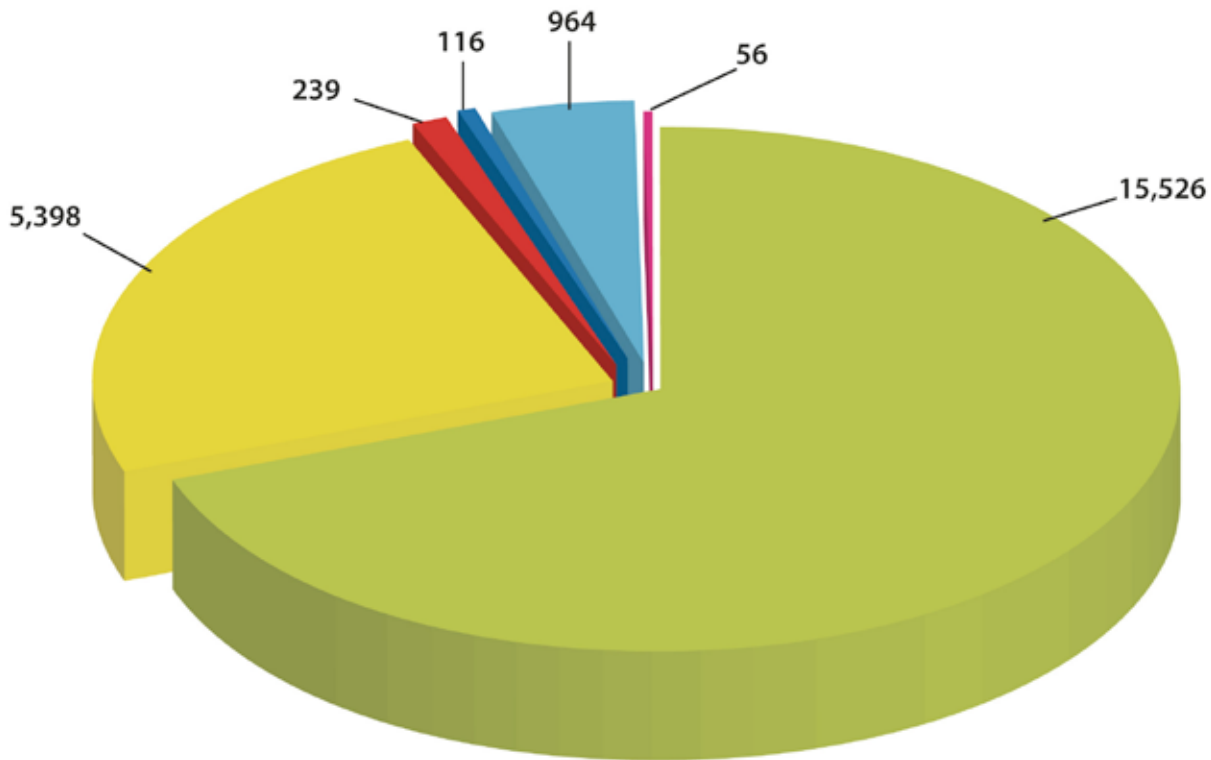
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EXHIBITORS - BREAKDOWN BY COUNTRY



| | | | |
|--|--------------------|---|--|
|  | Italy - 221 |  | India - 12 |
|  | Canada - 14 |  | Netherlands - 15 |
|  | China - 73 |  | Poland - 13 |
|  | France - 20 |  | Spain - 18 |
|  | Great Britain - 46 |  | United States - 80 |
|  | Germany - 32 |  | Other countries - 71 (Australia, Austria, Belgium, Brazil, Czech Republic, Denmark, Finland, Greece, Hong Kong, Hungary, Ireland, Japan, Malta, New Zealand, Norway, Portugal, Republic San Marino, Romania, Russia, Slovenia, South Korea, Sweden, Switzerland, Thailand, Turkey) |

BUYERS - BREAKDOWN BY COUNTRY



- Italy - 15,526**
- Rest of Europe - 5,398** (Albania, Austria, Azerbaijan, Belarus, Belgium, Bulgaria, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Great Britain, Greece, Hungary, Iceland, Ireland, Kazakhstan, Latvia, Lithuania, Macedonia, Malta, Moldavia, Montenegro, the Netherlands, Norway, Poland, Portugal, Principality of Monaco, Republic San Marino, Romania, Russia, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Ukraine)
- America - 239** (Argentina, Brazil, Canada, Cuba, Guadalupa Island, Guatemala, Martinica, Mexico, Netherlands Antilles, Panama, Peru, South Georgia, Suriname, the United States)
- Africa - 116** (Algeria, Egypt, Morocco, Reunion Island, Rwanda, South Africa, Tunisia)
- Asia - 964** (China, Cyprus, Japan, Jordan, Hong Kong, India, Indonesia, Iran, Israel, Kuwait, Lebanon, Malaysia, Qatar, Singapore, Saudi Arabia, South Korea, Thailand, Taiwan, Turkey, United Arab Emirates)
- Oceania - 56** (Australia, New Caledonia, New Zealand, Polynesia)