

Dog Food

Record number of exhibitors confirmed for Zoomark

March 11, 2017 Lucas 0 Comment



Record numbers of exhibitors have been confirmed for Zoomark International 2017. Two months before the event, a fifth pavilion is sold out, largely due to demand from abroad. The fair, staged by BolognaFiere and now on its 17th edition, is due to be held from May 11 to 14 in Bologna, Italy's trade fair center.

The total area of the event is now 50,000 square meters, hosting around 670 exhibitors (in 2015 the figure was 615). While Italy's pet food market is growing, there is also a significant increase in the number of countries represented, which now stands at 43 (it was 35 in 2015).

Nations represented at Zoomark

Out of around 670 exhibitors, 223 are Italian pet product companies (stable compared to 2015, when the figure was 221). Meanwhile the quota of foreign exhibitors has risen to 68 percent (65 percent in 2015). The top countries are China (116 companies to date, compared to 73 in 2015) and the United States, Britain, Germany and France. Large delegations from Canada, China, the United Kingdom and the United States have been confirmed, joined this year by groups from Brazil and Taiwan.

This is the first time companies from Taiwan have taken part in the fair, with six companies specialized in breeding tropical fish. Other new entries include firms from Eastern European countries such as Croatia, Estonia, Latvia, Lithuania and Ukraine.



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"Exhibitors and visitors from all over the world will be in Bologna to present their products, learn about the latest innovations and do business," said Mark Momoli, BolognaFiere's business manager for Italy, in a press release. "Zoomark has always had an international outlook: the geographical position of Bologna facilitates communication with foreign markets and with the Mediterranean area and Eastern Europe in particular, meaning that the number of visitors from all over the world has grown every year. This has also been fostered by our direct participation in the leading international fairs, and partnerships with associations and foreign government agencies."

New features of Zoomark 2017

Meanwhile work has continued on the organization of Zoomark International 2017. New for 2017 is the Aqua Project area dedicated to the aquarium industry, presenting aquariums that range from technological to design, spectacular to minimal. The area will also feature a series of tanks displaying the latest in aquascaping, the art of creating striking, highly atmospheric aquarium landscapes. In addition, Zoomark International 2017 sees the launch of the Aqua Project Prize, recognizing the skills and creativity of the professionals in the field of aquarium and terrarium design, devoted to the owners of pet shops, garden centers and aquarium vendors based in Italy.

This year's event will continue to feature the New Products Area, where exhibitors can present new products and accessories, and the VIP Lounge for key Italian and foreign buyers. Both of these will be located in the new Pavilion 14. The fair will also host a series of conferences, talks, workshops and seminars devoted to the professionals of the pet industry.

Zoomark International is organized by BolognaFiere. The 2015 event welcomed 615 exhibitors, of which 394 were foreign companies from 35 different countries. The fair attracted a total of 22,299 visitors: 15,526 Italian and 6,773 foreign buyers (up 15 percent compared to the previous event in 2013) from 85 countries. For further information, visit www.zoomark.it.

