

Zoomark: Bigger than ever

More than two months before the opening of Zoomark International (11-14 May), the entire exhibition space available in the four traditional halls in the Bologna exhibition centre has been assigned.

BolognaFiere has decided to make a further area available to accommodate the many exhibitors on the waiting list. The opening of a fifth hall will offer companies appealing solutions for exhibiting and new spaces for events and initiatives.

The forthcoming Zoomark International will therefore be even larger, covering a total surface area of 50 000 m².

The aquatics segment is to be accorded special status

at the Zoomark International trade show. With the "Aqua Project" the organisers aim to offer manufacturers, distributors and retailers in the ornamental fish industry a special platform, for which a separate large area has been made available in hall 19. As well as a display of aquariums, the space will feature an unusual natural aquarium created by well-known aquascapers. Seminars and other trade events will form other elements of the "Aqua Project" along with an aquarium competition. Renowned aquatics companies have been secured as sponsors.

other leading trade events worldwide," explains Giuseppe Pierini of Promopet, Zoomark International's managing and operating secretariat. "Indeed, one of our goals for Zoomark International 2017 is to increase the number of our international exhibitors and buyers further."

Gianni Guidolin Group includes four companies

One of the exhibitors in the Italian pavilion is the Gianni Guidolin Group, comprising four vertically integrated companies. The group is active primarily in research, development and evolution of innovative technology in the agro-industrial and zootechnical fields. One of the companies, 2G Pet Food, manufactures various food product lines for cats, dogs, rodents and rabbits. According to the company, each line is produced from Italian raw ingredients and is steam cooked. Its products include items such as Diet Flakes to combine with paté or dry food and Diet Complete foods for dogs. The range for rabbits and rodents features products including Wafer Hay, Wafer Flakes and Muesli Flakes.

Agras Delic: 30 years of experience

The Italian company Agras Delic has been offering exclusive products for almost 30 years and is the market leader in natural pet food in Italy. With brands such as its main line Schesir, the company has achieved considerable success abroad too, with foreign markets accounting for 40 per cent of its turnover. The products are

exported to more than 60 countries worldwide. Agras Delic utilises plants that have the highest performance, safety and hygiene levels, with certified production processes guaranteed by independent international organisations. Its dog and cat food is characterised by 100 per cent natural, human-grade ingredients and is free from colourings, appetisers and preservatives.

Cliffi - Chemi-Vit: Italian tradition

Another company exhibiting in the pavilion at the Global Pet Expo in Orlando is Cliffi - Chemi-Vit. Cliffi also adheres to high technical standards in its production. "We use state-of-the-art computerised manufacturing technology guaranteeing high-level production from both the quantitative and qualitative points of view. All our manufacturing processes are ISO 9001-2008 certified," states the company. Products include dog biscuits, treats with added benefits and different ranges of complete and complementary food for birds, small mammals, fish and tortoises.

Imac: modern Italian production

One familiar name in the Italian market is that of Imac, which has been around for over 50 years and exports products such as pet cages to over 53 countries. Every production phase for the company's goods is undertaken in its plant in Tezze di Arzignano, Vicenza; thus the final product is manufactured entirely in Italy. Today the company's premises cover an area of around 12 000 m²



and it employs 60 people. Imac is constantly experimenting with new ways of increasing the efficiency of its product transportation. One solution is the new Imac flat-packed system, which enables large cages for pets to be reduced to a third of their normal size for delivery without sacrificing the simple assembly technique.

Oceanlife at home

A relatively young company also exhibiting in the Italian pavilion at the Global Pet Expo is Oceanlife, which was established in 2007. The company offers solutions for managing home aquariums and professional systems. Its first products on the market were marine supplements, and food is also an important part of Oceanlife production. The company also manufactures a line of easy-to-use test kits to help control water values as well as a complete line of filter media for breaking down pollutants and eliminating algae. The Oceanlife technical department also designs systems for aquariums, even large ones.

Agras Delic will also be represented in the Italian pavilion.

