



Meeting point Bologna:
Zoomark International attracted
large numbers of visitors.

Zoomark shines brightly



Products for small
dogs were prominent
at the show.

The organisers of Zoomark International are celebrating: the Italian pet product show, the main event of its kind in Europe in an Interzoo-free year, was a resounding success.

"I never imagined the show would be this big!" That was the astonished reaction of some exhibitors hosting a stand in Bologna for the first time. Companies that attend Zoomark International regularly and know the show better prize its clear arrangement, short routes between the show halls and the intimate atmosphere of the exhibition area above all. In spite of the addition of a further hall to this

area, Zoomark remains a compact fair, something that is clearly reflected in the manner in which companies present their products and services at the show. Although some stands are large, they still offer a clear overview, which is not always the case at Interzoo.

The mood was good throughout, perhaps on account of the favourable economic situation

currently prevailing in many countries. With regard to the visitors, the "international" tag attached to the show's name was fully justified in the first two days of the fair, with virtually all the major retailers turning up in Bologna.

More exhibitors

In the months leading up to the show the signs were already there that this year's Zoomark International would be a success. The demand for stand space was unexpectedly high, prompting the organisers to take the swift decision to add another hall to the exhibition area. 735 exhibitors from 43 countries appeared, an increase of 17 per cent from two years ago. Five country pavilions provided clear evidence of the growing international flavour of the fair. The USA, Great Britain and China in particular were once again represented by a large contingent of companies.

In contrast to many other trade shows, the presentation of dog and cat food did not dominate the proceedings in Bologna. Accessory products, especially collars



Aqua Project was an attempt to bring the aquatics segment to the fore.

and leads, beds and cushions, toys and transport containers were prominently displayed on the stands. Outdoor activities with dogs were a key theme on many stands, while hygiene and care products played a significant role too. Dog apparel, a very strong segment in Italy on account of the large number of small dogs there, was likewise accorded a high priority on the exhibition area. As well as the dog and cat categories, food and accessories for small animals were

to be found on quite a few stands, demonstrating that this segment still offers development potential despite stagnating sales.

Premiere for Aqua Project

The special Aqua Project zone created in hall 19, where Italian aquatics companies exhibited fully set-up aquariums, provided an interesting visual distraction. The three aquariums judged to be the best received awards. A number of aquatics companies were grouped around the zone, including suppliers of ornamental fish and aquascaping companies. An ambitious programme of talks and workshops was also instrumental in focusing the spotlight on the aquatics segment, although it would have been better if more well-known manufacturers had participated in this initiative. Nevertheless, Aqua Project was a promising, if modest, start that should give the organisers the courage to attempt this again in two years' time.



A host of companies presented their wares in the USA pavilion.



Outdoor products for dog owners were exhibited on a number of stands.