

Big plans for Zoomark international

The international pet trade fair Zoomark International, originally scheduled to take place in Bologna in May 2022, will be brought forward to 10-12 November this year. "With all the necessary health and safety guarantees in place, the show will go on," say the organisers.

As well as a host of international exhibitors, Zoomark International 2021 will present its New Products area with the addition of a

New Trends area, showcasing technological innovations and products that put the focus on sustainability and the circular economy, now rapidly expanding in the pet industry too. In parallel to the in-person event, Zoomark International is also developing a synergistic digital platform to boost the reach of its exhibitors. This will be a resource for those planning a visit to the event, and will crucially enable industry



professionals from further afield – for whom travel may prove complicated – to nonetheless take part in the Bologna event.

Following the entirely unprecedented events of the past 12 months, the organisers have opted for a return to the original odd-year schedule of Zoomark International.