

Tuesday, 4 May 2021



News | Bologna

Big plans for Zoomark international

**ZOOMARK 2021**
I N T E R N A T I O N A L

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. They are working on a structured project enriched by new activities that turn the trade show into an event which aspires to launch a new way of meeting and doing business, where the key factor of face-to-face engagement is integrated into and complemented by the added value of synergistic remote interaction.

| 9 March 2021 | 13:18

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