

Zoomark is Getting Even Bigger

Zoomark is gearing up for its 20th edition with a whole new hall and an increasingly international line-up

The international pet industry trade show, which will be on in Bolognafiore from 15th to 17th May 2023, already looks set to be the biggest yet!

More exhibition space

With the show still seven months away, exhibition space is rapidly selling out, and as companies are still rushing to register, the display area has been enlarged, taking over hall 21 – a seamless addition to the layout – which joins the others that are now sold out.

Compared to previous years, Zoomark 2023 already looks set to be the biggest edition yet, occupying a surface area of 60,000 square metres in six halls (21, 25, 26, 28, 29 and 30, plus the Mall Area).

An increasingly international event

The show also boasts an increasingly international outlook, as shown by the high number of companies from all over the world that have chosen Zoomark as their official showcase. As the promotional campaign picks up speed, at present

over 60% of exhibitors are from different countries and that figure keeps growing, confirming Zoomark as the leading pet industry event in Europe in 2023.

This huge success, which comes also thanks to the numerous partnerships with prestigious international bodies, such as the US Department of Commerce, and the leading trade shows all over the world, is boosted by the work of Zoomark's network of agents in a host of countries.

Zoomark 2023 sees the involvement of new delegations from Greece, Thailand, Iran and Mexico, along with the established ones from the US, Canada, Great Britain, China, India, the Czech Republic and Brazil.



ZOOMARK

INTERNATIONAL

Looking forward to the Zoomark show experience

Zoomark has always been an opportunity for companies to grow their business, and for the main players in our industry to interact and engage.

One of the key features is the Pet Vision area, which showcases a selection of brand-new products to give buyers insight into the mega trends that will shape the market in the coming years, and helps generate highvalue contacts between exhibitors and distributors. In conjunction with this area, the 2023 event sees a new competition devoted



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to the best products launched during the show, throwing the focus firmly on Innovation, new technology, creativity and sustainability.

As well as the very encouraging results in terms of sales - even more so at such a complex, challenging international juncture - the 2023 edition of Zoomark promises to be an extra-special one, celebrating the event's twentieth birthday with a unique show experience. 🐾

For more information
www.zoomark.it