



Ready for innovations, inspiration, encounters and education at Zoomark?

Zoomark is back, and it's bigger than ever. Scheduled for 15-17 May 2023 at BolognaFiere, Italy, the show is ready to make its mark with record numbers.

Occupying 68,000 sqm, and no less than 7 halls (16, 21, 22, 25, 26, 29 and 30), this edition of Zoomark is set to be the biggest ever.

All the major players in the pet industry have confirmed their presence in Bologna. This year, more than 900 exhibitors have chosen Zoomark as their official showcase and 70% of them come from a total of 48 countries. They represent the entire range of product categories in the pet industry.

Hall 16: megatrends and innovations

NEXT is the brand new area devoted to *start-ups* which gives them an opportunity to introduce themselves to the pet business community for the first time. In this space dedicated to young businesses, visitors will find a host of new ideas and inspiration from the industry's cutting-edge.

The *Pet Vision* area offers insight into 5 megatrends set to shape the pet market in the near future:

- **VALUE FOR MONEY:** products and services that offer an optimum quality-to-price ratio
- **GREEN TRANSITION:** products and services that stand out for their genuine environmental sustainability and social responsibility
- **HEALTHY & FUNCTIONAL:** products and services for health and functional purposes
- **TAILORMADE:** bespoke products and services that are highly specialized and customized

- **SPOIL ME MORE:** products and services that treat pets to extra-special attention.

Brand new competition

These 5 categories will also be the focus of a brand new competition, judged by a panel of top international trade journalists, who will select the best (and most innovative) products presented at Zoomark on 16 May.

Educational events

An additional attraction for exhibitors and visitors alike is the 3-day show's jam-packed program of educational sessions. These include sales sessions focusing on rapidly developing markets and regions, scientific insights into animal nutrition and health, and seminars on techniques for improving sales and making the most of modern technology tools.

A birthday to celebrate together

2023 marks the milestone 20th edition of the show, and Zoomark is preparing to celebrate at the end of the first day, on the evening of 15 May. Exhibitors and visitors are invited to participate in a relaxed, informal celebration that will provide an opportunity to meet and make new professional connections, reminisce about past editions, reflect on the present and make plans for the future. ♦

For further information:
zoomark.it