

Get-together in Italy

From 5 to 7 May 2025, the international pet industry will meet once again in Bologna. The 21st edition of Zoomark is well on its way to topping the results of 2023.

At a press conference during the latest Interzoo in Nuremberg, next year's Zoomark was presented to representatives of international trade media and pet supply companies. "With its combination of culture and business, Zoomark has always been an unmissable event for the pet supplies market," emphasised Pascale Sonvico, show office and sales manager at Zoomark, in her opening speech. Zoomark will be even more ambitious in its goals for the coming year - and yet 2023 was already a record-breaking year with over 68 000 m² of exhibition space, 1 060 exhibitors from 57 countries and 28 000 visitors, 62 per cent of whom came from abroad.

"We will once again provide an exclusive platform for all brands around the globe, create new business opportunities, offer market trends and highlight topics such as sustainability and customised products that are so popular with Gen Z," Sonvico continued.

Topics for the next show

The Next 5.0 area, which is dedicated to the future of the pet market, has been newly created for the next Zoomark. Start-ups and established companies alike can present themselves here, offer-



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ing modern solutions in areas such as pet health and safety. The Factory project, which is also brand-new, puts companies in the production chain centre stage. These include suppliers of raw materials and semi-finished products, equipment, packaging and services for industry and trade. In addition, the 2025 Zoomark will also highlight excellence in the world of pet fashion, design and beauty through the introduction of Atelier, a premium area for buyers, brands and companies.

As at the previous show, the Pet Vision area, a showcase for new products, will also feature once again. Around 500 new products were presented here

previously. And companies from the aquarium and terrarium sectors will once again exhibit their products in the Aqua Project area.

"Zoomark forms a bridge between Europe and the rest of the pet world," summarises Luisa Bersanetti, Zoomark exhibition manager. To this end, a new advertising campaign has been launched, which includes extensive advertising features in print and digital media worldwide and also aims to strengthen international partnerships. One example of this is the agreement with the Pet Fair South-East Asia in Bangkok, under which the Zoomark organisers are coordinating the exhibitors in the Italian pavilion. ■

Around 30 000 visitors are expected at next year's Zoomark.