

## New board members at APPA

The US pet industry association American Pet Products Association (APPA) has announced two new board members for 2024. Kevin Fick, former CEO and current board member of PetWise, and Josh Patterson, vice-president of sales North America for Vital Essentials, a Carnivore Meat Company brand, have joined APPA's board of directors.

Fick, who previously served on the APPA board of directors, brings 25 years of pet industry experience to the association. Earlier in his career, Fick was the senior vice-president of sales and marketing for Central Garden & Pet before becoming the CEO of PetWise. In addition to his current seat on the PetWise board, he serves on the board of directors of JoyBound, an organisation dedicated to helping pets find loving parents and homes.

Patterson has spent his entire career in the pet industry, starting as a part-time retail associate at Petsense by Tractor Supply. After 12 years with Petsense, he began working on the manufacturing side of the industry, where he has since held leadership roles at Nulo Pet Food, PetSmart and PetPlate. Patterson brings expertise in omnichannel business models, retail marketing and merchandising and sales team leadership.

APPA's board of directors also includes Todd Regan, senior vice-president of marketing at Central Garden and Pet (secretary/treasurer); Chuck Latham, founder of H&C Animal Health (immediate past chair); Terry Anderton, founder and CEO of Wagz, Inc. (director); Steve Clark, chief revenue officer at Petmate (director); and Savina Singh, CEO of JoJo Modern Pets (director).

## Zoomark cooperates with Pet Fair South-East Asia

The organisers of Zoomark (5-7 May 2025, Bologna, Italy) and Pet Fair South-East Asia (30 October - 1 November, Bangkok, Thailand) have expanded their cross-continental cooperation.

Together they want to promote both B2B events in their respective countries and attract visitors to their markets. As part of this exclusive collaboration, Zoomark will organise an Italian country pavilion at Pet Fair South-East Asia. Italian brands wishing to exhibit in Bangkok

can rely on their trusted partner Zoomark to book their individual exhibition space or reserve a stand in the Italian pavilion.

Last year's Pet Fair South-East Asia attracted 281 exhibitors from 40 countries and 10 000 trade visitors from 74 countries.

"We are very pleased that we were able to strengthen our partnership with Zoomark by organising a dedicated country pavilion for Italy," says Johannes C. Kraus, senior project manager at Pet Fair South-East Asia.

## Zoomark partners with Nomisma

The international pet supplies trade fair Zoomark and the research company Nomisma have entered into partnership to identify new knowledge on the non-food category of the pet industry in the months leading up to Zoomark 2025.

The early highlights of the research conducted by Nomisma for Zoomark on Italian pet owners' shopping habits have just been released. They reveal key trends in the non-food segment, which has consistently expanded in recent years and includes supplements, anti-parasite products, accessories,

toys, hygiene products and cat litter.

Italian families spend 6.8 bn euros every year on caring for their pets and ensuring their wellbeing, according to the study. Of this, 57 per cent goes on food and 26 per cent on veterinary medical expenses. This leaves 17 per cent of pet expenditure dedicated to accessories, and five main categories in particular: supplements and anti-parasite products, cat litter, accessories (home and comfort, dog harnesses, leashes, collars and clothing), hygiene and grooming products, and toys.

## Over 21 000 visitors at Iberzoo+Propet

The Spanish pet trade fair Iberzoo+Propet, which took place in March in Madrid, was attended by more than 240 exhibitors and 21 257 professionals, who enjoyed presentations, market innovations and trends.

The number of visitors increased by 12 per cent compared with the previous edition. 10 per cent of visitors were from abroad, in particular from Portugal, Italy and France.

## Interpets Asia Pacific sets new attendance record

The latest Interpets Asia Pacific took place at the beginning of April. "The show set a new attendance record this year as 67 022 visitors sourced at Tokyo Big Sight," the organisers state in their final report. Expanded by an additional hall at this edition, the event hosted 739 exhibitors from 14 countries and regions

(567 domestic and 172 international). One of Japan's largest pet industry trade fairs, Interpets Asia Pacific has been held since 2011. The next edition will take place on 3-6 April 2025 at Tokyo Big Sight. The exhibition area will be significantly enlarged to cover the entire East Halls 1 to 8.