

Zoomark 2025: Spotlight on the Supply Chain

Luisa Bersanetti, Exhibition Manager at Zoomark, reveals some anticipations of what we can expect from the next show, explaining why it will be an unmissable event for all the pet industry.



Luisa Bersanetti

Bologna, Italy, May 2025: this is the next unmissable appointment for the international pet industry. Registration is still open for the 21st edition of Zoomark, the international pet food and pet care trade show. The 2025 event will feature new sections, covering over 68,000 square meters of exhibition space, attracting leading exhibitors and visitors from across the globe, as Luisa Bersanetti, Exhibition Manager at Zoomark, explained to Pet Food Pro.

Zoomark 2025 is already around the corner. What are your main goals for this new edition of the show?

A: 2023 was a record-breaking year, with over 68,000 square meters of exhibition space, 1,060 exhibitors from 57 different countries and an incredible 28,000 visitors. For the next show we are even more ambitious, and the signs are already looking good as registrations have been flying in.

We aim to offer an even more innovative and rich presence of companies in the

pet industry and stimulate the interest of the increasingly numerous operators from all over the world, also thanks to the new Buyers' Program, which will bring together supply and demand through pre-arranged B2B meetings.

Zoomark 2025 it's shaping up to be a remarkable event, especially with the introduction of some brand new projects, as the new Factory Area. Could you tell us a bit more about what Factory is and what inspired its creation?

Factory is a new space specifically designed to highlight the entire manufacturing supply chain for the pet industry. We recognized that there's a growing demand for a dedicated platform where suppliers of raw materials, innovative ingredients, packaging, logistics, and other essential services can connect directly with manufacturers and distributors. The idea is to create a dynamic environment where innovation, sustainability, and quality take center stage, offering companies a golden opportunity to showcase their

latest developments and make significant business connections.

To answer to the needs and requests of exhibitors and visitors, interested to specific categories of products, the new layout has been designed to optimize visit times to the new Factory area, facilitated by a more efficient, fluid and easy-to-read exhibition itinerary.

You mentioned innovation and sustainability as key themes for Factory. How these will be featured?

Innovation and sustainability are at the heart of what we're doing with Factory. For instance, in the area of raw materials and ingredients, we're seeing a shift towards natural, organic, and sustainable options. Consumers are more conscious than ever about what they're feeding their pets, so there's a big push towards healthier, more nutritious products. We'll have exhibitors focusing on alternative solutions like insect flours and plant proteins, which are gaining traction as sustainable options in pet food.

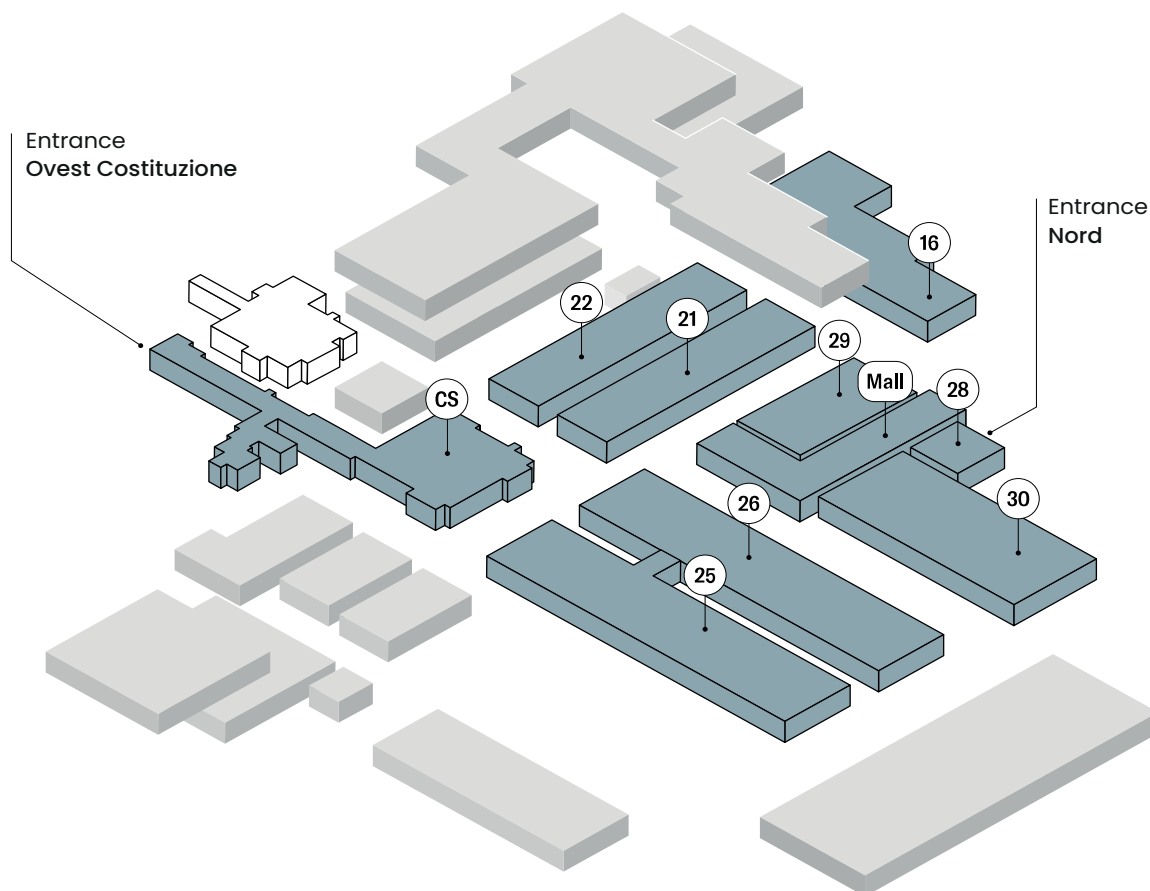
Packaging is another area where sustainability is critical. We know that pet owners are increasingly concerned about the environmental impact of packaging. That's why Factory will spotlight the latest in eco-friendly and smart packaging solutions. These innovations not only help preserve product quality but also reduce waste and meet the new European regulations on packaging reuse and recycling.





ZOOMARK

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It's clear that Factory will cover a wide range of important topics. Beyond the exhibition of products and services, will there be any educational opportunities for attendees?

Absolutely. Education is a big part of what we aim to offer at Zoomark 2025, and Factory will play a key role in this. Inside this area we will organize seminars, workshops, and panel discussions that will allow companies to share their expertise and insights. These sessions will cover a range of topics, from the latest trends in sustainable ingredients to innovations in logistics and packaging technology. It's an opportunity for professionals to learn, exchange ideas, and stay ahead of the curve in this rapidly evolving industry.

That sounds incredibly valuable for attendees. Now, regarding companies exhibiting at Factory, who are the main target exhibitors, and what

can they expect to gain from participating?

The main targets for Factory are supply companies for manufacturers and distributors of pet foods, accessories and pet care products. This includes companies supplying raw materials, premixes, semi-finished products, and those specializing in production and packaging equipment. We're also looking at companies that provide cutting-edge logistics, industrial services, and distribution solutions. By exhibiting at Factory, these companies will gain unparalleled visibility within the global pet industry. They'll have the chance to connect with key decision-makers like purchasing managers, quality managers, R&D experts, and production engineers. It's a unique opportunity to establish or strengthen their presence in a market that's not only growing rapidly but is also incredibly receptive to innovation.

It certainly seems like Factory will be a must-visit area

for industry professionals. Finally, what would you say to companies considering exhibiting at Factory or attending Zoomark 2025?

I would say that Zoomark 2025, and especially the Factory area, is an unmissable opportunity for anyone in the pet industry. Whether you're looking to showcase your latest innovations, connect with potential business partners, or simply stay informed about the latest trends, this is the place to be. Participating in Factory could open doors to new business deals and collaborations that could drive your company's growth for years to come. So, don't miss out and join us at Zoomark 2025! 🐾

For more information
www.zoomark.it