



Another record year

Zoomark is growing from one edition to the next: from 5 to 7 May it will be bigger than ever. An area of 90 000 m² and ten full halls speak for themselves.

Now in its 21st year, Zoomark will be bigger than ever. More exhibition space, more exhibitors, more visitors from even more countries! Does this mean that 2023 will be another record year? It certainly looks like it. Nearly 1 500 exhibitors from more than 57 different countries are expected in the 10 exhibition halls in Bologna (2023: 68 000 m² of exhibition space, 1 060 exhibitors). For the first time, the event will cover an exhibition area of 90 000 m². This year, Zoomark confirms its position as the leading pet industry event in Europe.

"We are confident that a larger event, enhanced by special themed routes and areas, will ensure a steady flow of high quality visitors and provide exhibitors with unparalleled business and networking opportunities", explains Luisa Bersanetti, Zoomark's exhibition manager.

Red Guide

As the show has grown in size, the organiser has also worked on the structure of the event to improve efficiency for exhibitors and visitors. To this end, the look of Zoomark has been revamped

with a new guide to further improve interaction between all those attending the show. This includes three themed itineraries designed to help trade visitors find their way around the show and focus on key industry trends. The Italian Style route brings together companies that produce in Italy or offer Italian design. The Greenmark route brings together exhibitors that focus on sustainability and offer environmentally friendly solutions for pets. Visitors following the Tech for Future route will discover a wealth of innovative ideas and technological advances for the future of the pet industry.

Trends and innovations

Another new feature of Zoomark 2025 is the five specially selected themes that will be presented in eye-catching special areas. They are designed to give buyers insight into megatrends, highlight innovations and address the specific needs of the industry. All of these themes have the potential to make a lasting impact on the market. They include:

The exhibition organiser already broke records at the last Zoomark event: 68 000 m² of exhibition space and 1 060 exhibitors. The aim is to top this result by 2025.



Photo: Zoomark



Photo: Döhne Verlag Götz-Foto

The Pet Vision area attracted many visitors interested in innovations and trends.



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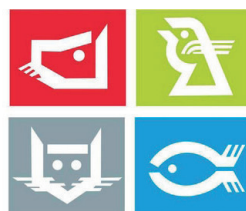
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Each year the pet companies show their latest technological innovations

- **Next 5.0:** a dedicated pet technology area where start-ups and established companies will showcase technology solutions for pet health and safety.
- **Pet Vision:** focusing on recently launched products and market trends, accompanied by an innovation award for the most ground-breaking solutions.

- **Aqua Project:** an area dedicated to the aquarium and terrarium industry, with special training for retailers.
- **Factory:** a new area dedicated entirely to the pet supplies supply chain, from raw materials to production processes.
- **Atelier:** a new showcase for craftsmanship related to the well-being and comfort of pets.

In addition, topics such as the key challenges facing the pet industry, sustainability and digitalisation will be discussed in various live events during the three days of the show. Experts and companies will share their insights and forecasts, giving visitors a glimpse of the market and future trends in the pet industry. Many of the events will take place on the four new stages in Zoomark Halls 16, 19, 25 and 28. The Pet Awards ceremony rounds off the busy calendar of events.



Zoomark 2025

Venue:	Bologna, BolognaFiere exhibition centre
Event date:	5 to 7 May
Event cycle:	biennial
Organiser:	BolognaFiere
Opening hours:	Monday, 5 May: 9 am – 6 pm Tuesday, 6 May: 9 am – 6 pm Wednesday, 7 May: 9 am – 5 pm

Looking to the future

Special attention will be paid to the new Next 5.0 area, which focuses on technology-oriented companies and start-ups. Located in Hall 16, the area offers a comprehensive overview of the latest innovations in the industry and showcases new start-ups (those that have been in business for a maximum of five years and generate a turnover of up to 5 million euros) from around the world.

Networking at its best: Alongside the start-ups, the same hall will feature more established companies driving growth and innovation in the pet industry, offering advanced solutions in areas such as nutrition, grooming, care, monitoring and control, internet, toys and more.

Next 5.0 is also designed to be a centre for exchange and education, with numerous events for exhibitors, investors and industry professionals. One example of the programme on offer is the masterclass by Annamaria Tartaglia, CEO of The Brand Sitter and executive director of Angels-4Women, which will take place on 6 May and will focus on how pet care start-ups can strategically position themselves in the European market, attract investors and establish collaborations.

The most innovative start-up will also be honoured: a jury of industry experts will select the winner based on technological innovation, market impact and scalability. The award is intended to be a starting point for up-and-coming companies that want to redefine the future of the pet industry.