



# Preview of the very best

The Aqua Project area will showcase the aquarium industry with next generation tanks, new food products and high-tech accessories and AIPA is supporting the industry with a social media campaign.



Giovanni Zanon believes that a visit at the Aqua Project is a must.

The aquarium industry will be in the spotlight once more in the Aqua Project area of the forthcoming edition of Zoomark from 5 to 7 May in Bologna. The aquarium market is a constantly evolving one. And following a challenging few years, the future now looks bright, driven by rapid technological innovation and a key commitment to sustainability.

Located in Hall 29, the Aqua Project area will feature the main Italian and international companies in the aquarium and terrarium sector, who will be presenting their most important innovations. The Zoomark partnership with the Italian association

AIPA (Associazione Italiana Piccoli Animali) has also been confirmed for 2025. This partnership is also designed to help shine a light on the aquarium industry at an event of international standing.

"I firmly believe that visiting the next edition of Zoomark is a must not only for pet shops but also all those involved in the aquarium industry," says a delighted Giovanni Zanon, Chairman of AIPA. Many major brands of the sector are presenting their new products and visitors will be able to admire next generation aquariums and get a preview of the very best the industry has to offer, from food products delivering complete, balanced formulas for fish nutrition, to high tech accessories that boost energy efficiency and channel a contemporary, engaging design aesthetic.

Zanon believes that reef aquarium will be the next hot trend and natural or aquarium instead of aquascaping, mainly for Cichlids. "Customers always look for high-tech for marine tanks and good food and products for fish and corals", states the AIPA chairman.

The Aquarium business in Italy is fine and healthy, according to Zanon. Despite the new regulation that affect mostly marine fish, fresh water and reef aquarium are growing, he says. Opening a new shop in the aquatics sector is still important in terms of investment and m<sup>2</sup>. And of course, only 'updated' shops can grow compared to old and non-renewed shops. "Very important are social media where most active shops catch new customers."

AIPA supports all members and offers help to all shops, wholesalers and manufacturers. "In addition, we are launching a social media advertising campaign to reach all non-aquarists to attract new hobbyists," says Zanon.

The Aqua Project area will also benefit from Zoomark's brand-new layout, emphasised Luisa Bersanetti, Exhibition Manager. Themed routes highlighting market trends, such as sustainability, quality and innovation, are designed to optimise the visitor experience and ensure that exhibitors receive a constant flow of foot traffic.

The aquarium industry will be in the spotlight again at this year's Zoomark.



Photos: Zoomark