



German-Italian cooperation making good progress

The organisers of the two leading European pet supplies trade shows, Interzoo and Zoomark International, aim to work more closely together in future, as confirmed by representatives of the WZF and Bologna Fiere in Nuremberg.

In even-numbered years, the world-leading Interzoo fair in Nuremberg is Europe's premier show platform, while in odd years this honour belongs to Zoomark International in Bologna. This alternating staging of events has been a constant feature of the trade show land-

Good chemistry

The chemistry between the WZF and Bologna Fiere has always been good and has played a major part in ensuring that the German-Italian show pairing has not lost its momentum, even in tough times. The two fair organisers have maintained a respectful re-

trade shows, and Bologna Fiere proved a cooperative and obliging negotiating partner in being prepared to move the 2021 Zoomark International from May to November. The plan is that everything should revert to normal from 2022, with Interzoo in even-numbered and Zoomark International



An upbeat mood at the joint press conference: Gordon Bonnet (left) and Rowena Arzt (third from left) of the WZF along with Pascale Sonvico (second from left), Antonio Bruzzone (fourth from left) and Luisa Bersanetti (right).

scape in the international pet sector for years, and almost all market players are extremely satisfied with the situation. Exhibitors and visitors make a significant effort to support these two international fairs with their presence.

lationship down the years, something which proved more crucial than ever during the pandemic. Due to the coronavirus, the WZF was unable to stage Interzoo 2020 as planned. It had to rely on a temporary change in the previously observed cycle of the two

in odd-numbered years.

This switch was not without risks and imponderables on account of the unpredictability of the pandemic. Fortune perhaps favoured the brave and ultimately it all worked out well; both Zoomark International and Interzoo were a

great success, at any rate, and triggered a valuable uplift in the mood in the sector. At both shows the players in the pet supplies market appeared delighted to finally be able to meet their national and international business partners once again after such a long absence. "Like one big family," was how sector expert Paul van der Raad succinctly described the event in an interview with "Interzoo Daily".

The German and Italian fair organisers recognised that both partners could benefit from working more closely together in the future and took the initiative. At a press conference on the second day of Interzoo, plans for Zoomark International 2023 were not the only item on the agenda; the WZF and Bologna Fiera affirmed their intention to expand their cooperation in the future.

Zoomark plans for 2023

The next Zoomark International will take place once again in Bologna from 15 to 17 May 2023.

It will be a special show, namely the 20th staging of the event, and Bologna Fiere has plans in hand for this. The Italians were pleased to note that 60 per cent of all exhibitors at the previous show came from abroad. The trade visitors, on the other hand, were mostly from Italy itself, which accounted for 70 per cent of the total. Nevertheless, the 30 per cent of foreign visitors from 82 different countries demonstrated that Bologna has become an internationally

sought-after show venue with plenty of potential to grow. "The next edition of Zoomark International will focus on innovation, sustainability and social awareness," announced Antonio Bruzzone, general director of Bologna Fiere, and exhibition director Luisa Bersanetti. New products at the show will be presented in a separate area and other proven elements such as the Aqua Space, a special presentation focusing on aquariums and ponds, will also feature once more. ■

Zoomark International in Bologna to have a more international flavour in 2023



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