



Das Futterhaus
In the mood to party



USA
A shift in retailing



Zoomark
Major retrospective

PET worldwide

Specialist
magazine for
the international
pet market



A fair with a future

Zoomark International registered a considerable increase in attendance and exhibitor numbers, according to the organiser BolognaFiere. The Tuesday and Wednesday in particular saw plenty of activity in the show halls.

The four-day trade show, organised in cooperation with the National Association of Producers of Pet Food and Pet Care Products (AS-SALCO) and the National Association of Italian Veterinary Doctors (ANMVI), attracted 757 exhibitors, including foreign exhibitors from 45 different countries. The presence of six national collectives highlighted

Canada, Russia, the UK, China, India and the Czech Republic.

"The pet market is one that has evolved over the years," explained Antonio Bruzzzone, general manager of BolognaFiere, "The growing attention to care and wellbeing of our pets finds a detailed and thorough response in the offer from businesses that

to stage Zoomark exclusively during the week are not yet available to the editorial team. Nevertheless, the impression gained from discussions with exhibitors and trade visitors was that the new midweek format went down very well with most.

The organisers also received praise for their decision to stage Zoomark International in halls 25, 26, 28, 29 and 30. This shortened the routes and offered greater clarity compared with previous years, while the attractive design of the modern halls additionally enhanced the atmosphere of the show. Entering the fair through the north entrance brought visitors to a spacious foyer leading to halls 28, 29 and 30. The Product Showcase was also located in this foyer and featured around 400 of the new products exhibited at the fair. It was pleasing that the dominance of the pet food segment, which is common at other trade shows, was not quite as pronounced in Bologna and left room for new products from other product categories. According to the exhibition company, pet food products accounted for roughly 40 per cent of the new products. New formulas are ever more finely calibrated to meet animals' nutritional requirements, with ingredi-



The second and third days of Zoomark International were particularly busy.

the growing internationalisation of the event. New features this year were the collaborations with different associations and with coordinators of foreign collectives, and the organisation of focus sessions for in-depth examination of different markets and business opportunities relating to the USA,

exhibited at Zoomark International this year, a very wide spectrum of the very best the international pet industry has to offer."

Positive response

Detailed attendance figures, the spread of visitors according to country and their feelings about the decision of the organisers

ents selected for their organoleptic characteristics, high quality and to cater to animals' specific needs (for example free from allergens, vegan, grain-free, with particular functions or for nutritional purposes to treat specific pathologies).

Design is becoming increasingly sophisticated, while shapes and materials are ever more refined and of greater quality, according to BolognaFiere. The technology applied to the development of products is being put to the service of animals and their owners in order to offer the utmost in comfort, for example with pet beds made in highly insulating and comfortable materials, orthopaedic beds and cushions made of memory foam, moments for recreation (interactive toys), protection and security with collars equipped with GPS and/or electronic recognition name tags, along with high-visibility systems for use in the dark.

In the animal care section (hygiene and medical products) the focus was on delicate formulas and homeopathic and Ayurvedic approaches, while the first products made from CBD were also presented. In the pet litter sector there were new, vegetable-based solutions made from new sources that respect the environment. In general, there was growing interest in organic products and raw materials, sustainable production cycles and recyclable packaging.

Satisfied organisers

Even if the last day was rather less busy with visitors than on the previous days, Zoomark nev-

ertheless underpinned its claim to be the leading European pet supplies show in an Interzoo-free year. "Once more this year we attracted a considerable number of buyers, over 40 per cent of whom came from abroad, a proportion 23 per cent higher than the previous edition in 2017," commented Antonio Bruzzzone.

"We are satisfied with the progress of products for pet care, a compartment that continues to show that it is one of the most dynamic in Italy," added Gianmarco Ferrari, president of ASSALCO. "We consider the 2019 edition of Zoomark International an extremely high-level event both in terms of the exhibition offer and the professional qualifications of the operators attending," commented Antonio Manfredi, director of ANMVI. "There were also numerous initiatives taking place, including, for our sector, the convention dedicated

to electronic veterinary prescriptions that attracted a substantial audience of professionals keen to stay up-to-date."

Aqua Project

A special Initiative at Zoomark was the Aqua Project, created to showcase the aquarium industry and directly involve companies from the sector. A large central area was set up with tanks of exceptional size, a pond and the exhibitors' own aquariums, in order to recreate diverse habitats and ecosystems and present the latest technological innovations. The aim was to "think outside of the box" and showcase the great versatility of aquariums equipped with modern technology in order to create versions that are unusual and surprising in their simplicity. This area was particularly popular with architects and professionals interested in incorporating water features into their projects. ■

One striking aspect was the high priority ascribed by the exhibitors to new accessory products.

