



ZOOMARK 2015

I N T E R N A T I O N A L

BOLOGNAFIERE - ITALY 7-10 MAGGIO/MAY 2015

an event by  **Bologna
Fiere**

November 2014

PRESS RELEASE

CONFIRMATIONS ARE POURING IN AS THE EVENT CONSOLIDATES ITS INTERNATIONAL OUTLOOK AND WORK GETS UNDER WAY ON A HOST OF NEW FEATURES.

With six months to go before the event opens, 20% of the new companies registered so far are from foreign countries, underlining the strong international focus of the event.

New features include a showcase devoted to market trends, in the New Products Area. A programme of events dedicated to petshop marketing kicks off with a dedicated award.

In Bologna from 7 to 10 May 2015

The economic crisis has not stopped people from wanting a pet for company: having a pet in the home is rewarding, comforting, mood boosting and even brings health benefits. And the industry has a host of projects, solutions and innovations at the ready. The number of early bird registrations bears this out, confirming the international importance of this market and Zoomark International's capacity to attract exhibitors from foreign countries. **The fact that 20% of the new companies that have registered to date are foreign** is an important indicator of the growing interest from international operators, who increasingly view Italy's "odd years" fair as an essential business opportunity.

Exhibitors also have the chance to interface with the market using **the dedicated section of the website, MyZoomark**. In this section companies can create a corporate profile, upload texts, images and the trademarks of the products they offer, provide previews of the promotions they will be presenting during the Fair, and enter keywords to enable searches by product type, category or brand.

A showcase in the New Products Area will act as a compass to show the directions market trends are moving in to fulfil the needs of today's increasingly competent, knowledgeable pet owners. In terms of food, there are interesting signals of increasing attention to quality and the specific needs of the individual pet. The same goes for care and hygiene products, and accessories, where the focus is on natural raw materials, with great interest in the use of recycled materials.

There are also innovative technological solutions in the field of safety, for monitoring pets inside and outside the home. In the home, in particular, remote audio-video systems enable owners, in real time, to keep an eye on pets who spend much of the day alone. Another important area is that of toys: to stimulate the brain and the reflexes, provide exercise, engage and entertain pets, preventing boredom and the sedentary lifestyle that leads to depression. Products specifically designed to foster a pet's natural instincts and involve it in fun, rewarding activities.

In terms of conferences, the following have already been scheduled: for veterinarians (organised by SCIVAC), Saturday 9th and Sunday 10th May; groomers (organised by APT), Saturday, May 9th; dog breeders (organised by ENCI), Saturday, May 9th and cat breeders (organised by ANFI), Sunday, May 10th.

There is also a planned programme of **meetings devoted to petshop marketing**. The first meeting, which looks at how to use shop window displays to construct the image of the business, will also see the presentation of the "**Christmas Display**" award for Italian petshop owners launched in October.

Zoomark International is an event organised by BolognaFiere. Operations and sales handled by Piesse S.r.l.

PRESS OFFICE: GB Studio, Milan
Gabriella Bonvini - Elena Brambilla
Tel +39 02.70600135
Mob +39 335.1374392
press@zoomark.it