

15° SALONE
INTERNAZIONALE
DEI PRODOTTI
E DELLE ATTREZZATURE
PER GLI ANIMALI
DA COMPAGNIA

15th INTERNATIONAL
EXHIBITION OF
PRODUCTS AND
ACCESSORIES
FOR PETS



ZOOMARK 2013
INTERNATIONAL

www.zoomark.it



BOLOGNAFIERE - ITALY 9-12 MAGGIO/MAY 2013

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PRESS RELEASE

ZOOMARK INTERNATIONAL GETS STARTED ON THE 15TH EDITION.

Getting ready to launch this big international showcase of products and services related to pets following on from the success of previous editions.

The fair is growing, adding a new exhibition hall plus it has received *Trade Fair Certification* from the American Department of Commerce.

Bologna, 9 – 12 May 2013

Zoomark International reflects a market which has a strong innovative drive, and is growing in spite of the crisis. A market which has shown itself able to respond to changes in lifestyle and grab the important role acquired by pets within the family; able to supply the right solutions to informed, technologically-able consumers, who are needy, attentive to both the well-being of their animals and environmental sustainability, who value energy saving, read labels and know how to interpret quality, choosing organic products which are both functional and nutraceutical.

Zoomark International is not just the showcase for this change, it's the driving force. Infact, over the years, it has shown itself able to market this international platform to over 20,000 buyers from all over the world. This can be seen clearly in the previous edition's profile: over 1,000 brands, 636 exhibitors, 58% coming from 37 foreign countries and almost all companies present in the Italian marketplace. Amongst the 21,460 visitors, those from abroad numbered 5,395 having zoomed up by 15%. The pet market has its attention fixed on the world and is optimistic about the future.

In recognition of its professionalism and international efforts, the **United States Department of Commerce has recently awarded Zoomark International with *Trade Fair Certification***. The Fair has shown itself capable of offering companies excellent opportunities to gain new market share and can announce the official participation on the

part of the USA at the 2013 edition. This recognition is **an important symbol which is relevant in all international markets.**

The support of Assalco (National Association of Companies producing Food and Care Products for Pets) has been confirmed and work has already begun on the **2012 Assalco-Zoomark Report on food and care for pets**, research whose aim is to monitor the Italian market, analyse and interpret the main sector trends. The report is a tool much appreciated by the field's professionals and will be presented in mid-May.

Also in the works the programme of conferences and seminars, which will offer the opportunity to examine current topics and challenges, meet with the experts, swap experiences etc.

On the organizational side, in order to meet the increase in demand and the long waiting list arising from the previous edition, **it has been decided to boost the exhibition space adding another hall to the existing four exhibition halls.**

Zoomark International 2013 will grow to cover a surface area of **52 thousand square metres**, divided between 5 halls: numbers 16,19,21,22 and the newly added 18. The two entrances (Piazza Costituzione and Nord) are directly linked to the car parks, allowing for ease of access to the fair and a homogenous distribution of the flow of visitors. All halls are equipped with avant-garde structures and have wi-fi Internet access.

The **website www.zoomark.it** has been updated and improved. This tool is **at the service of exhibitors** which with *MyZoomark*, the section of the site reserved for them, they can create company profile presentations uploading texts, images and brands automatically; preview the promotions to be featured at the fair; insert keywords to facilitate their company's searchability by type of product, category, brand etc

For visitors: in addition to the basic information already available, as the opening draws closer all the news, events and opportunities regarding this edition will be added.

Zoomark International is an event organised by BolognaFiere with the secretariat and sales & marketing run by Piesse S.r.l.

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