



ZOOMARK 2013
INTERNATIONAL



BOLOGNAFIERE - ITALY 9-12 MAGGIO/MAY 2013

May 2013

PRESS RELEASE

AT THE FORE-FRONT OF A GROWING MARKET

The 15th edition of Zoomark International throws open the debate once more about the types of choices made by entrepreneurs in a market that has shown itself capable of finding opportunities for development and growth even given the current framework of economic crisis.

An important international meeting, with a record 39 foreign countries participating, that make up 60% of the exhibitors.

Bologna, 9-12 May 2013

The 15th edition of Zoomark International will open its doors with new data from the Assalco-Zoomark Report 2013 dedicated to pet food and nutrition and pet care in 2012.

The Italian market has seen a growth of 2.1%, a total turnover of 1.735,5 million euro, in the main market segment dedicated to food and nutrition for cats and dogs.

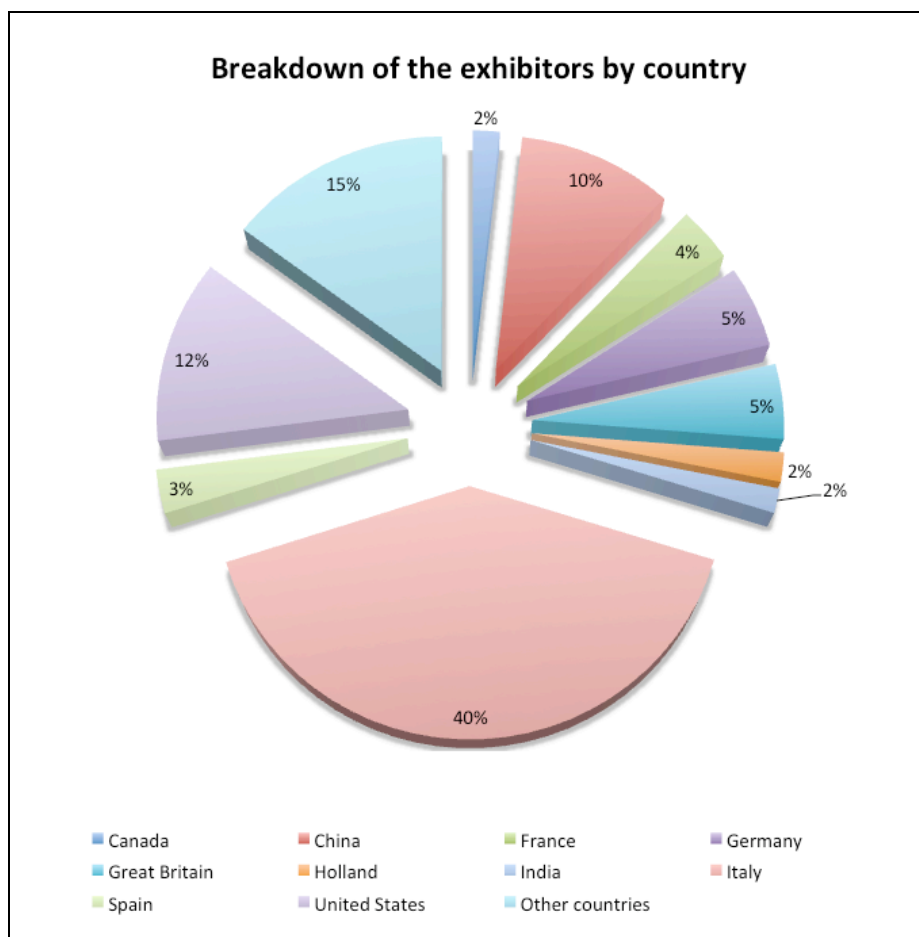
This market in the main European countries (Italy, France, Germany, United Kingdom, Spain, the Netherlands) **has grown by 3,1%**.

It's a positive indicator for a sector that has shown it is listening to its public. A public who, in spite of the crisis, is not prepared to give up taking care of its pets, considering them part of the family. **According to the last Eurispes Report, over 55% of Italians live with a pet**: for the most part a cat or a dog (49% and 55% respectively), but also fish, birds, rodents and other small animals. **Euromonitor International estimates that our country has a population of around 7 million dogs and 7 and a half million cats**, to which can be added 1.8 million small mammals, such as rabbits and rodents, almost 1.4 million reptiles, such as tortoises, iguanas and snakes, and some 13 million birds and 30 million fish.

In an attempt to give an adequate response to the public's increasing desire to live with a pet, whilst providing it with a happy and healthy life, the sector has taken the current changes in lifestyle, the importance placed on quality, environmental sustainability and a correct use of resources, in its stride. This emerges quite clearly from the 300 new products on display in the garden of the Arena at the Service Centre, where they show what the future will look like.

From this edition forward, Zoomark International can also show off its **Trade Fair Certification**, awarded by the Department of Commerce of the United States that sends an important signal to the markets.

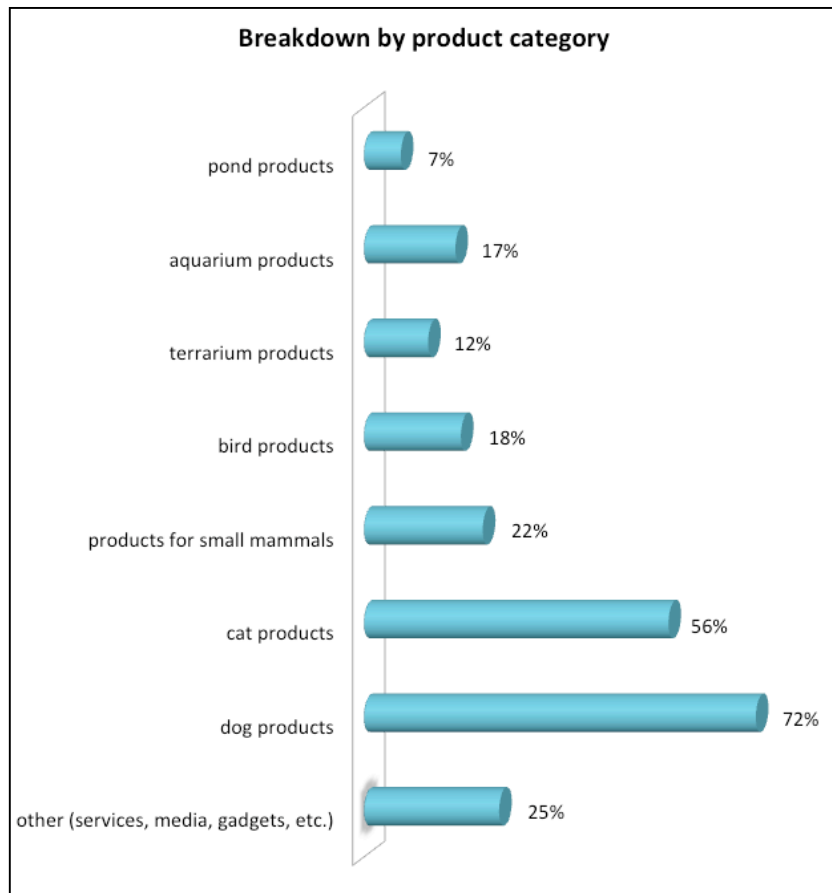
The results achieved by Zoomark International are deserving of the award: a record **39 foreign countries present, representing 60% of over 600 exhibitors, displaying more than 1000 brands**. The group areas have grown: the U.K. in Europe; the U.S. and Canada in North America; Brazil in South America and China in Asia. **“A stage where producers and buyers can meet - says Duccio Campagnoli, president of BolognaFiere – that offers a wide range of exhibits and, at the same time, specialist business contacts with whom to identify new business opportunities in emerging sectors and markets. Organised by BolognaFiere, Zoomark International is one of a rich exhibition calendar characterised by specialist fairs, dedicated to the most cutting-edge sectors of Italian industry”**.



Food and nutrition, accessories, services: for four days Zoomark International becomes the engine driving intense marketing activity, a place where business development strategies are outlined, where partnerships begin, where agreements are made. Because it's here that the new products are announced, new trends are discovered, the potential of innovation is understood. And here is where buyers come from all over the world, via a network of contacts put together in collaboration with exhibiting firms.

Seminars and specialist meetings offer the opportunity to get up-to-date and to find out more about issues linked to the veterinary profession and services dedicated to pets.

Hotly awaited the presentation of the new Assalco-Zoomark Report (on the opening day) and the meeting organised by Euromonitor International, dedicated to the European markets.



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

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