



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**

April 2014

PRESS RELEASE

THE INTERNATIONAL SHOWCASE FOR THE PET CARE INDUSTRY IS GEARING UP: WORK IS UNDER WAY FOR THE 16TH ZOOMARK INTERNATIONAL EVENT. The aim: to present the latest developments in the industry, reflecting the important place that pets continue to occupy in the family.

BolognaFiere, 7 - 10 May 2015, Pavilions 16-19-21-22

Preparations for the 16th event are now under way, building on the success of the last event and the clear pointers that emerged: **Zoomark International confirmed its reputation as a key point of reference for the international pet care industry.** A leading event in terms of visitor profiles, opportunities for expanding distribution activities and meeting potential clients and business partners.

The show features more than 1000 brands, the top products worldwide, and the industry's key buyers, with more than 600 companies from 40 countries. More than 22,760 trade professionals attended Zoomark International, including **5,890 from overseas. This 9% increase also marked a record number of nationalities: 82 in all.** New arrivals included Azerbaijan, Grenada, Peru, Uganda, Cambodia, the Philippines, Indonesia and New Caledonia, while the event also saw the return of visitors from Moldavia, Monaco, Argentina, Chile, Colombia and Guatemala.

This international profile is the cornerstone for the forthcoming event and Zoomark International has received key acknowledgement of this from the Commercial Service of the U.S. Department of Commerce, which awarded it *Trade Fair Certification* for its professional expertise and track record for offering companies excellent business opportunities. This, together with the presence of large official delegations of exhibitors from the US, Brazil, Canada, China and Great Britain at the 2015 event, is a strong, positive signal for all the international markets.

The patronage and collaboration of ASSALCO (the Italian National Association of Pet Care and Pet Food Companies) is confirmed. ASSALCO is working on the Assalco-Zoomark Report, which sets out to monitor the Italian market and analyse trends in the industry. The new edition will be published in May and report about the market trends and values in 2013. The 2014 market report will be presented during the opening day of the Fair.

The [Facebook](#) page continues to be a hub for information, networking and exchanging news and ideas on the pet care industry.

The new-look newsletter is another channel for reaching out to exhibitors and subsequently presenting Zoomark International to visitors.

Zoomark International is staged by BolognaFiere with event office and sales handled by Piesse S.r.l.

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