



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**

February 2015

PRESS RELEASE

"SOLD OUT". WITH THREE MONTHS TO GO BEFORE THE EVENT OPENS, THE STANDS ARE FULLY BOOKED FOR WHAT PROMISES TO BE A TRULY INTERNATIONAL EVENT.

More than 600 exhibitors have registered, 65% of which are international companies and 30% new firms.

In Bologna from 7 to 10 May 2015

The waiting list grows day by day and the stands are sold out, even with the new layout designed to capitalise on all the space available: a clear sign of a dynamic market that is responding to the economic crisis by diversifying products and services to offer made-to-measure solutions. **The 30% of new firms includes new producers** who have chosen Zoomark International for their debut, while **returners include a number of major companies** which were absent from the last event.

The international profile of the show is confirmed by the high percentage of foreign companies: **65% of exhibitors** from 40 different countries, above all China, the United States, Britain, Germany and France. There is also a growing number of exhibitors from Finland, Poland and Turkey.

Product innovations will be featured in the **New Products Area**, located in a strategic position to give visitors a preview of what they can expect to see in the fair. The area is structured to highlight the key trends in the pet industry and international excellences. For a sneak preview, keep an eye on the *What's New in 2015* section of the website www.zoomark.it, where exhibitors post their products on an ongoing basis.

Another important tool is section featuring **company factsheets** created by the exhibitors. These can be accessed from the list of exhibitors and are packed with information and presentational photos to help buyers organise their visit to the fair.

Zoomark International is also an important training opportunity for veterinarians, breeders and groomers. The educational and scientific seminars scheduled for this year's event include: for vets, presented by SCIVAC, **Clinical questions concerning pet dogs living**

in apartments in urban environments (Saturday 9 May, 9.30 am – 1.30 pm and Sunday 10 May, 10 am - 1 pm) Sala Europa – mezzanine Pavilions 16 and 18.

For groomers, presented by APT, **Groomers and their role in monitoring possible reproductive, medical or behavioural problems** (Saturday 9 May, 10 am - 1 pm), Service Centre.

For dog breeders, in collaboration with ENCI, **The distinctive characteristics and needs of dogs involved in sporting activities** (Saturday 9 May, 10 am - 1 pm) Service Centre.

For cat breeders, in partnership with ANFI, **Feline breeding management** (Sunday 10 May, 10 am - 1 pm), Service Centre.

Training opportunities continue with the interactive grooming competition "**Romeo Grooming**". This innovative event was devised by Simona Chelli and Chiara Piccionetti, two well-known grooming professionals. Romeo Grooming is also a training opportunity, because **participants will have the opportunity to talk to the judges and ask for opinions and advice**. The competition is open to all professionals who have never won gold medals in EGA (the European Grooming Association) competitions. The registration form can be found on the site www.romeogrooming.it.

Saturday 9 May - Events Area of the Service Centre

For petshop owners looking for new ideas, there is the seminar **Sell at first sight: how to design an eye-catching display and draw people into your shop**, following the prize-giving ceremony for the winners of the "Christmas Display" award, which closed on 10 January with 26 participants from all over Italy.

The seminar will be held by Piergiorgio degli Esposti, lecturer in Sociology of Cultural Processes and Communication at Bologna University. **Sunday 10 May at 10 am.**

Visitors and exhibitors will also be able to take advantage of a fantastic range of **tourist packages** for a special stay in Bologna, or a trip to Expo 2015 in Milan or Italy's main cities of art on occasion of Zoomark International. All the details are available on the website. We have also confirmed our agreement with Trenitalia, meaning special rates to and from Bologna on the Freccie trains.

The **online ticket service** is already functioning, meaning that visitors can buy their tickets in advance and avoid queues at reception.

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

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