



ZOOMARK 2015

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

BOLOGNA FIERE - ITALY 7-10 MAGGIO / MAY 2015

an event by



Official Partner

PRESS RELEASE

THE PET INDUSTRY LOOKS TO THE FUTURE WITH CONFIDENCE.

In the year of Expo, the 16th Zoomark International fair presents the key players in a market that continues to maintain a positive rate of growth, confirmed by the Assalco - Zoomark 2015 Report

More than 600 exhibitors have registered, 65% of which are international companies, and 30% are firms taking part for the first time. 1,400 brands will be showcased

The companies involved are increasingly committed to developing customized products and services, researching new solutions and improving standards and performance

Bologna, 7 May 2015 - Duccio Campagnoli, President of BolognaFiere, commented: "This year's edition of Zoomark International coincides with the major event that is Expo 2015, of which BolognaFiere is an Official Partner with the Biodiversity Park, one of the four thematic areas of this great international event. A fantastic opportunity to promote our country, its industries and many excellences. The pet food industry, for which Zoomark International represents one of the prime international exhibition platforms, is undoubtedly one of these excellences".

Zoomark International 2015 has started. The "odd years" fair confirms its mission to offer a key networking opportunity for pet industry manufacturers and professionals. The focus is on the families who have welcomed a pet into their homes, with the support of companies which are now paying increasing attention to lifestyles and the specific needs of their pets. These companies have continued to invest, innovate and differentiate, pursuing the key objective of pet well-being and guaranteeing the quality and safety of the products designed for them.

The Assalco - Zoomark 2015 Report on Pet Care and Pet Food, produced by the Italian Association of Pet Care and Pet Food Companies (**Assalco**) and **Zoomark International**, in collaboration with the Italian National Association of Veterinarians (**ANMVI**) and **IRI Information Resources**, illustrates the strength of this market, which **in 2014 had a turnover of 1,830 million Euro**, with **544,000 tons sold of food for cats and dogs** - the main sector of the market - and a relative **growth of 2.4%** (Source: *IRI Information Resources, December 2014*).

Pet food products are a clear indicator of how the companies are working: safe, high-quality, balanced foods designed to ensure the health and well-being of all of our pets, and now increasingly diversified to fulfil the needs of pets living in urban environments, those in rural settings, those which play a social role, those which have a lot of or little exercise and those involved in sporting activities. These products are the result of research into nutrition science, using natural, high-quality raw materials to create nutritionally balanced foods. Companies now offer foods specifically designed for older animals, adult animals and puppies, and products with nutritional properties that can contribute to the management of numerous health conditions. Without overlooking the question of flavour, because food is also a source of pleasure and gratification for our animals.

There is also a growing range of snack products, often used in conjunction with training activities and games to stimulate interaction between pet and owner and increase opportunities for physical activity. **The pet food universe is an extremely varied one, including not only products for cats and dogs, but also foods for the health and well-being of small rodents, birds, reptiles and fish.**

When it comes to products for care and hygiene, the focus is on natural ingredients: organic raw materials, medicinal herbs, essential oils in shampoos and in grooming products. As for cat litter products, there is great attention to safeguarding the environment, and ongoing research into odour prevention, using biodegradable materials from renewable sources.

Technology is also playing an increasingly important role when it comes to identifying the needs of our four-legged friends. To keep them fit and healthy, for example, there is a now **a compact electronic device that attaches to the dog's collar** and uses an app to track physical activity and rest periods in line with set objectives: owners can now create personalised fitness plans for their dogs. Then there are **GPS devices** to keep tabs on pets throughout the day, monitoring their movements in real time and alerting the owner if the pet leaves the designated area.

The new **safety lights** that clip onto collars now mean that dogs can enjoy a night-time walk in the park or run-around in total safety.

Technology is also widely used in **games** designed to stimulate the intelligence, improve behaviour and combat boredom and a sedentary lifestyle, above all for pets living in city apartments.

When it comes to gear and accessories such as **leads, beds, bowls and carriers**, whether **practical or stylish** they are made using carefully researched materials with attention to environmental sustainability: the aim is to improve the quality of pets' lives and help the owners who care for them. Apparel and accessories, meanwhile, venture into the world of fashion, created by designers using innovative materials and high quality fabrics.

The New Products Area presents the market trends in products and services, offering essential pointers to help organise a profitable visit to the fair.

Zoomark International is also an important **training opportunity** for veterinarians, breeders and groomers. On Saturday and Sunday there will be **four educational and scientific seminars** organised by SCIVAC (the Italian Cultural Society for Pet Veterinarians), the APT (Professional Groomers Association), the ENFI (Italian National Kennel Club) and ANFI (the Italian National Feline Association). All the info, including dates and times, is in the press pack.

The event also features **meetings and workshops exploring topical issues for pet industry professionals**: e-commerce, social media strategy, lifestyle marketing and much more. **Presented by CNA Bologna** in collaboration with professionals from the communications field. **Friday 8 May** (info in the press pack).

Training opportunities continue with the interactive grooming event entitled **“Romeo Grooming”**. This innovative event, which was devised by Simona Chelli and Chiara Piccionetti, two well-known grooming professionals, is also an interesting educational opportunity, because the **participants will be able to talk to the judges and ask for opinions and advice**. The proceeds from entry fees will be donated to the association Komera Rwanda, which provides aid to the population of Gatara. **The competition is on Saturday 9 May in the Events Area of the Service Centre; prizes will be presented on Sunday 10 May at 1.45 pm in the Demonstrations area in pavilion 21.**

For pet shop owners on the lookout for new ideas, there is the seminar entitled **Selling at first sight - The efficient shop window must thrill, arise curiosity, attract**, straight after the prize-giving ceremony for the winners of the “Christmas Window Display” competition, which received 26 entries from all over Italy. The seminar will be held by Piergiorgio degli Esposti, lecturer in Sociology of Cultural Processes and Communication at Bologna University, who will present the **key rules for creating the ideal window display**.

The prize ceremony and seminar will be held on Sunday 10 May in the EXPO room of the Service Centre, at 9.30 am and 10 am respectively.

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

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