



ZOOMARK 2017
INTERNATIONAL



Press Release

ZOOMARK LAUNCHES “AQUA PROJECT”, THE NEW AREA FOR THE AQUARIUM INDUSTRY FOCUS ON AQUARIUMS, FISH AND CORALS AT THE PET INDUSTRY TRADE FAIR

Fish, plants, corals and high tech aquariums are one of the main focuses at Zoomark International, Europe's leading B2B trade fair for the pet industry, organised by BolognaFiere. For the first time the forthcoming event, on from 11 to 14 May 2017 in the Bologna exhibition centre, will be featuring “Aqua Project”, a new area dedicated to the aquarium industry. The area will showcase aquariums of all kinds, with a focus on technology and design, from the spectacular to the minimal. A number of tanks will display the latest in aquascaping, the art of creating striking, highly atmospheric aquarium landscapes. The main breeders and importers of live fish will be invited, alongside the leading Italian and international companies in the sector, and the associations. There will be a competition to find the shop-keeper with the best aquarium, and a programme of workshops and demonstrations, conferences and specialised seminars on the aquarium industry, featuring experts from Italy and abroad. Collaboration with architects and interior designers will also be to the fore.

“There are many people interested in aquariums and tropical fish in this country, and it is a hobby that continues to grow in popularity”, commented Marco Momoli, commercial director of BolognaFiere for Italy. “For this reason Zoomark International has decided to focus on this sector with the launch of the ‘Aqua Project’ area. This new initiative will be a valuable opportunity for visibility for the companies in this sector of the pet industry, as well as offering educational events and assistance for new business start-ups, from opening a specialised shop to selling live fish”.

Work on Zoomark International 2017, the 17th event, is already under way. A corporate image revamp this year has led to a modern, striking visual identity with a more international outlook. Promotional and communications activities are in progress, with a new web-site, a greater focus on social media and the press office. BolognaFiere has also launched a major programme of international promotion, with Zoomark featuring in the “Made in Italy” pavilions in all the major trade fairs.

Zoomark was present at the Global Pet Expo 2016, the largest pet industry fair in the United States, held in Orlando, Florida. During the recent Interzoo fair in Nuremberg (Germany), an agreement was signed to present a group of Italian companies at the China International Pet Show 2016 (CIPS), the biggest pet industry event in Asia, held from 10 to 13 November in Guangzhou in the south of China.

Bologna, 25 July 2016

Zoomark International, the biggest trade fair in Europe in odd years, will be held from 11 to 14 May 2017 in Bologna (Italy). It is organised by BolognaFiere. The last event, held in 2015, was extremely successful, hosting 615 exhibitors, including 394 foreign exhibitors from 35 countries, on a surface area of 45,000 square metres. The event attracted a total of 22,299 visitors: 15,526 Italian buyers and 6,773 international ones (+15% compared to the previous event in 2013) from 85 countries. Further information on www.zoomark.it.

Zoomark International 2017
Press Office
Mediarkè srl
tel. +39 0645476584
mail: press@zoomark.it
mail: zoomark.ufficiostampa@mediarke.it

BolognaFiere SpA
Press Office
Gregory Picco
tel: +39 051 282862
mail: gregory.picco@bolognafiere.it