



ZOOMARK 2017
INTERNATIONAL



Press Release

ZOOMARK IN CHINA: THE ITALIAN DELEGATION AT THE "CIPS 2016" TRADE FAIR ITALIAN PET PRODUCTS DEBUT IN ASIA

The finest Italian pet products are making their Asian debut. This year, for the first time, an Italian delegation organised by Zoomark International will be taking part in the China International Pet Show (CIPS), Asia's largest trade fair devoted to products for dogs, cats, fish, birds, rodents and other small pets. Organized by the China Great Wall International Exhibition Company (GIE), CIPS 2016 is taking place from 10 to 13 November in Guangzhou (Canton), the largest coastal city in southern China and capital of Guangdong Province. The Italian delegation is organised by Zoomark International, Europe's most important 'odd years' trade show, staged by BolognaFiere, prior to the forthcoming event scheduled from 11 to 14 May 2017 in the trade fair centre in Bologna (Italy).

The "Made in Italy" pavilion at CIPS 2016, which is also backed by the Emilia Romagna Regional Council, includes the stand for Zoomark International 2017 and booths representing five outstanding Italian companies: Adragna Alimenti Zootecnici Srl, Agras Delic SpA, Effeffe Petfood SpA, Iv San Bernard Srl, and Manitoba Srl. The area will also have a lounge to play host to international buyers. The Italian companies will present their products and take part in B2B meetings with potential Asian partners, organized in collaboration with the Chinese company GIE. The Italian Pavilion will also be visited by the Consul General of Italy in Canton, Laura Egoli, and the director of the local ICE office, Paul Quattrocchi. In addition, the programme and all the latest news about the 2017 Zoomark fair in Bologna will be presented on Thursday 10 November at a gala event to mark the twentieth anniversary of CIPS.

"The Italian delegation at CIPS in China is part of a broader programme of internationalization for Zoomark International", explained Marco Momoli, Italian commercial director for BolognaFiere. "We have launched a programme that involves taking part in the world's most important trade fairs, as ambassadors of Italian quality and design in the pet industry: we are committed to promoting and fostering exportation of the finest Italian-made products. Last March we successfully took part in the Global Pet Expo in Orlando in the US, and we are already considering requests for similar partnerships from other international trade shows."

Bologna, 3 November 2016

Zoomark International, the most important trade show in Europe in odd years, will take place from 11 to 14 May 2017 in Bologna (Italy). It is organised by BolognaFiere. The extremely successful 2015 event welcomed 615 exhibitors, of which 394 were foreign, from 35 countries, in an area of 45,000 sqm. The fair attracted a total of 22,299 visitors: 15,526 Italian and 6,773 foreign buyers (up 15% compared to the previous event in 2013) from 85 countries. For further information, visit www.zoomark.it.

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