

An event by:



6.5 → 9.5 / 2019  
BOLOGNAFIERE  
[www.zoomark.it](http://www.zoomark.it)

**ZOOMARK 2019**  
INTERNATIONAL

## PRESS RELEASE

*ZOOMARK, the International Trade Show for Pet Products and Accessories, presents the new features of the 2019 edition*

Zoomark International, organized by Bolognafiere, is the most important professional pet industry event held in odd years in Europe. The last edition, in 2017, saw a 17% increase in the number of exhibitors and a 25% rise in the number of trade visitors.

The forthcoming event boasts two important new features:

**New exhibiting space.** To offer the highest level of service to the pet industry manufacturers and professionals from Italy and the rest of the world, and respond to the growing number of applications from companies globally, Zoomark International 2019 will feature new halls and extended exhibiting space. The event will now cover a surface area of more than 53,000 square metres, occupying not only hall 28 but also the brand new halls 29 and 30, which were inaugurated in 2018 to offer greater capacity and a more streamlined visitor experience.

**New show dates.** To respond to the demand from exhibitors and visitors, Zoomark International 2019 will run from Monday 6 May to Thursday 9 May 2019 (no longer taking place at the weekend as was the case in the past), enabling Italian and international professionals to organise their visits on the day they prefer, and distributing visitor numbers over four days.

**Antonio Bruzzone, General Director of BolognaFiere,** commented: "We are working to make next year's event even more engaging than the previous ones, and we are also continuing to focus on its international outlook. Indeed Zoomark is increasingly committed to effectively raising the profile of Italian companies abroad. In Russia in September, the Zoomark brand will be curating the entire international area of PARKZOO, held in Moscow, while at CIPS in Canton we will be accompanying a large group of Italian companies.

As always the focus of Zoomark International is business and information: it offers a showcase for the pet industry, an opportunity to hear all the latest news, stay up to date with professional training, network with the major international players, promote products and create new business in Italy and around the world".

The previous edition, in 2017, marked a new record, with the addition of a new hall to accommodate the high number of companies on the waiting list. A total of 735 exhibitors took part in the show, 479 of whom were foreign, from 42 countries, representing the leading edge in pet food, accessories, care and health. The event attracted more than 27,000 buyers and visitors (a 25% increase on the 2015 event), and a third of visitors came from 100 foreign countries.

[www.zoomark.it](http://www.zoomark.it)

Per informazioni

*Paolo Landi*

press@zoomark.it

+39 335 7271810

*Orietta Orlandini*

press@zoomark.it

+39 333 4740462

*Isabella Bonvicini*

Isabella.Bonvicini@bolognafiere.it

+39 051 282 920

*Gregory Picco*

Gregory.Picco@bolognafiere.it

+39 051 282862