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BOLOGNAFIERE
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ZOOMARK 2019
INTERNATIONAL

PRESS RELEASE

ZOOMARK INTERNATIONAL 2019, A NEW SCHEDULE TO FACILITATE INTERNATIONAL VISITORS

Zoomark International 2019 is set to run from Monday 6 May to Thursday 9 May (therefore no longer taking place at the weekend, as in previous years), which will enable Italian and international professionals to organise their visits on the day they prefer, and distribute visitor numbers over four days. The decision to move the event to week days came after a survey carried out by Zoomark with visitors and exhibitors, and the aim is to top the 2017 attendance figures - 27,000 visitors - a third of whom were from abroad.

This is one of the most important new features of the 18th edition of Zoomark, which will also have a new layout: halls 25 and 26 will now be joined by new halls, 28, 29 and 30, adding a further 10% of exhibition space to host even more exhibitors.

"Our aim is to enable more visitors to attend our fair", commented Marco Momoli, Sales Director of BolognaFiere. "We have switched to the Monday to Thursday format to respond to the needs of the major international buyers, who prefer to travel during the week. Monday is traditionally a closing day for shops too, and in some areas of Italy shops also close on Wednesday or Thursday afternoon. We are thinking of creating packages for buyers and visitors which will include not only hotel accommodation and event attendance, but also visits to Bologna. We are well aware that our event presents the trade's leading international exhibitors, and also that we do so in a beautiful city which offers numerous cultural attractions, great food and excellent entertainment".

Zoomark International will kick off after a year of international initiatives in Moscow and Canton, where Zoomark has accompanied Italian and international companies willing to approach and/or develop in the key Russian and Chinese markets, extending to the whole of the Far East.

Zoomark is growing in size and international presence, building one-to-one relationships with its exhibitors and maintaining constant contact with them throughout all stages of preparation.

Buyers and visitors are a key priority. The complete list of exhibitors will be available online in the coming weeks, with the option of selecting companies by country or product category. For each exhibitor it will be possible to consult information about the company (in Italian and English), with a special focus on new products.

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