



BOLOGNA FIERE
6 – 9 MAY 2019

An event by
Bologna Fiere

ZOOMARK 2019
INTERNATIONAL



ZOOMARK INTERNATIONAL LANDS IN RUSSIA

Thanks to an agreement with Artis Expo, Zoomark International is proud to present Zoomark in Russia, the international area of the ParkZoo trade fair in Moscow

Zoomark International continues expanding its operations abroad.

Using the brand Zoomark in Russia, the company is set to curate the international area of ParkZoo, the pet industry trade show to be held at the Sokolniki Congress and Exhibition Center in Moscow from 19 to 21 September 2018.

The aim of the area is to offer the Russian market an international overview of the industry, and to this end it will host exhibitors from Europe and the rest of the world.

The project is part of the international development strategy formulated by BolognaFiere, one of the major international players. As President Gianpiero Calzolari underlined: *"The pace of modern life means that you have to be where things are happening, and even in the era of the internet, there is no substitute for bringing people together. BolognaFiere was the first in Italy to reach out to an increasingly globalized market, offering domestic companies new opportunities in emerging markets."*

Natalia Morgunova, exhibition director of Artis Expo (the company that organizes ParkZoo), commented: *"We are delighted to enter into this partnership with BolognaFiere and Zoomark International and welcome Italian and foreign companies to Parkzoo. This collaboration will be a dynamic growth opportunity for both our events."*

Russia is a country with great potential. After a period of recession, the economy is now showing key signs of recovery. In particular the market for pet products, which had dipped slightly, is now growing steadily once more. Between 2015 and 2016 the pet market registered a 8.4% increase in turnover, with a value of 1,813 billion dollars. Over the next five years (2017 to 2021) we can expect to see an average annual growth of 10%, with a turnover of 3,038 billion dollars (data processed by Zoonform).

The company in charge of selling booth space and providing assistance to Italian and international exhibitors is Promopet, which is responsible for the operational management of Zoomark International, Italy's only pet industry trade show.

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