

An event by:



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BOLOGNAFIERE-ITALY

**ZOOMARK 2022**  
INTERNATIONAL

## **WORKING WITH EXHIBITORS TO DESIGN THE NEW ZOOMARK INTERNATIONAL**

The anticipation for Zoomark International is building, with a host of initiatives planned ahead of the event in May 2022, including meetings, webinars and no shortage of surprises.

To support, boost and enhance the initiatives that will help keep in touch with the pet industry community - spearheaded by Zoomark International - the organizers have reached out to key representatives of each product sector present at the show to create a Steering Committee. The Committee will play an important role in responding to the industry's needs when producing the show and designing the projects that will accompany the run-up to the event - unfortunately prolonged due to unforeseen circumstances.

The inaugural meeting of the Steering Committee, which includes Befood srl, Camon spa, Dorado srl, Ferribiella spa, Gheda Mangimi srl, Iv San Bernard srl, Monge & C. spa, Pet Village srl, Prodac International srl, Rinaldo Franco spa, Sicce Italia srl, Trixie Italia spa and Wonderfood spa, was held in November.

Coming soon, news of forthcoming initiatives, including the first in-person event brought about and co-organized by Zoomark International: the **MarcaPet** in collaboration with Zoomark International, scheduled for 24 and 25 March at BolognaFiere, part of the trade show MarcabyBolognaFiere - Europe's second biggest show devoted to private label products.

## **A TASTE OF ZOOMARK ON 24 AND 25 MARCH, AT MARCABYBOLOGNAFIERE**

New dates for **MarcaPet**, the special petcare section set to make its debut at MarcabyBolognaFiere. On 24 and 25 March 2021, the trade show devoted to private label products, will for the first time feature an area dedicated to petcare companies. MarcaPet, in collaboration with Zoomark International, addresses a sector that is growing in large-scale distribution (+ 3.7% in the last year) in Italy, and increasing its presence in private label products, with a share of 20.9%.

The section will gather companies in a special area devoted to the pet industry, offering unique opportunities for b2b meetings with buyers and category managers from the main international chains.

Naturally the presence of MarcaPet does not preclude any interested companies from participating individually in MarcabyBolognaFiere 2021.

## **PARTNERSHIP BETWEEN ZOOMARK INTERNATIONAL AND ALIBABA.COM TO EXPLORE NEW MARKETS ON THE WEB**

Thousands of international buyers for the pet industry, with a growth rate of 57% in the last year: this is what **Alibaba.com**, the world's leading virtual marketplace, brings to the table in the **partnership with BolognaFiere**, designed to broaden the horizons of the latter's "real world" trade shows. Zoomark International exhibitors will get the opportunity to use Alibaba.com's virtual showcase to explore new markets and trial new products on specific buyers, with the benefit of the network's extremely precise metrics: the fact that all operations are quantifiable means brands can fine-tune their sales strategies going forward.

The Zoomark International-Alibaba.com partnership will enable exhibitors to display a selection of their products in a virtual showcase on the marketplace, with packages from 12 to 24 months, and the option of targeted advertising.

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