

An event by:



15.5 → 17.5 · 2023  
BOLOGNA FIERE - ITALY



**ZOOMARK**  
INTERNATIONAL

## THE SHOW EXPERIENCE: ZOOMARK INTERNATIONAL 2023

*From 15th to 17th May 2023, BolognaFiere will be opening its doors to the 20th edition of Zoomark International.*

*Italy's only pet industry trade show returns, offering its signature innovative business experience, now a point of reference for the global market.*

**Zoomark International**, the international trade show for pet products and equipment, has officially announced its dates: from 15th to 17th May 2023, Europe's leading pet industry event will be back in Bologna gathering the world's leading companies and the pet business community, to tap into the latest trends, forge alliances, tackle the new challenges and keep up to date with topical issues and strategies.

"**Zoomark International** is pursuing increasingly ambitious objectives, aiming to outdo the excellent results unexpectedly achieved in November 2021 (the show saw more than 60% of international exhibitors and visitors from 83 different countries), in spite of all the complications created by the pandemic" – commented Antonio Bruzzone, General Manager of BolognaFiere. "It is our intention to confirm **Zoomark International's role** as a focal point for professionals in the pet industry to come together and do business: a genuine show experience that enables attendees to get a preview of the main innovations, explore the mega trends of the present and future, and keep up to date with all the developments in a continuously evolving market that is constantly being called on to respond rapidly to new challenges."

The forthcoming edition of the event will be officially presented to the international press on **Wednesday 25th May at 12.30, in the Hong Kong Room of the Press Suite at Interzoo** in Nuremberg. The German event's hosts, Rowena Arzt, Interzoo Head of Exhibition, and Gordon Bonnett, CEO of WZF/ZZF, will be "passing the torch" between the two shows, which are the key European events for the international pet industry, one taking place in even years, the other in odd years.

The press conference on 25th May at Interzoo will also present a round-up of the 2022 Assalco-Zoomark Report on pet food and pet care, as always providing an up-to-date snapshot of one of the most dynamic sectors of the Italian economy.

The spokespersons of BolognaFiere and Zoomark International will illustrate the project for 2023 to the international press. Some of the most popular initiatives with exhibitors and visitors during past editions have been reconfirmed, such as **Pet Vision**, the innovative take on the **new products area**, and the **Aqua Project** space, along with new events for trade professionals who see Zoomark International as a source of indispensable insight for doing business in the industry and embracing an innovation-oriented vision.

"The new edition of **Zoomark International** will be throwing the focus on innovation, sustainability and social awareness," confirmed Domenico Lunghi, Business Unit Director of BolognaFiere – "The show will build on the valuable experience gained in its 19 past editions and the positive feedback from the extraordinary edition of November 2021, while clearly looking to the future."

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