



ZOOMARK INTERNATIONAL 2023 RECEIVES U.S. DEPARTMENT OF COMMERCE'S OFFICIAL CERTIFICATION UNDER THE TRADE EVENT PARTNERSHIP PROGRAM

BolognaFiere is proud to announce the certification awarded by the United States Department of Commerce to Zoomark International as an '**official trade show**' under the **Trade Event Partnership Program** (TEPP).

TEPP is a bilateral agreement aimed at **increasing the American presence at foreign trade shows and boosting U.S. exports**. The certification offers more business opportunities for US and Italian exhibitors through B2B support of trade leads during the show and promotion of US exporters, and fosters successful strategies in international markets.

The US Commercial Service will be present at Zoomark with a **team of international experts** in the pet product sector to support **US Pavilion** exhibitors and facilitate meetings with interested Italian and foreign buyers. These latter are welcome to visit the US Pavilion and attend the **networking aperitif** that will be held there on the first day of the show (Monday 15 May) in honor of the US Pavilion exhibitors.

The **US Commercial Service** is the main government export agency of the US Department of Commerce, encompassing over 100 offices in all of the United States and in more than 75 international markets, which promotes US exports worldwide.

Zoomark US Pavilion participants should contact Valentina Massari at the US Commercial Service, US Consulate General Milan (valentina.massari@trade.gov), for information on services being provided to help you connect with Italian and European buyers attending BolognaFiere.