

An event by:



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BOLOGNA FIERE - ITALY



ZOOMARK
INTERNATIONAL

READY FOR THE ZOOMARK SHOW EXPERIENCE? INNOVATIONS AND INSPIRATION, ENCOUNTERS AND EDUCATION

Record numbers for Zoomark's 20th birthday.

Zoomark, the international pet food and pet care show, is back, bigger than ever. Scheduled for **15th-17th May 2023 at BolognaFiere**, it is ready to make its mark, with record numbers.

With only a few weeks to go, exhibitors are still rushing to sign up. As things currently stand, this edition of Zoomark is set to be **the biggest ever, occupying 68,000 sqm**, and no less than **7 halls** (16, 21, 22, 25, 26, 29 and 30).

All the major pet industry players have already confirmed their presence in Bologna: more than **1,000 exhibitors** have chosen Zoomark as their official showcase. **70% of them come from abroad**, from a total of **53 countries**, and they represent the full range of pet industry product categories.

The growth of the event is evidenced by the number of **foreign delegations**, which now stands at **9**, with groups from the USA, China, Canada, Brazil, UK, Greece, Czech Republic, India and Thailand.

Mega trends and innovations in Hall 16

Hall 16 will host two of the most interesting and innovative areas of Zoomark 2023: **NEXT** and **Pet Vision**.

NEXT is the brand-new area devoted to **Start-Ups**: an opportunity for them to introduce themselves to the pet business community for the first time. In this space dedicated to young businesses, visitors will find a host of new ideas and inspiration from the cutting-edge of the industry.

The **Pet Vision** area offers insight into **five mega trends** set to shape the pet market in the near future, namely:

- **VALUE FOR MONEY**: products and services that offer an **optimum quality to price ratio**, to help consumers in this period of high inflation, without compromising on brand experience;
- **GREEN TRANSITION**: products and services that stand out for their genuine **environmental sustainability and social responsibility**;
- **HEALTHY & FUNCTIONAL**: products and services for **health and functional purposes**, designed to fulfil specific needs;
- **TAILOR-MADE**: bespoke products and services that are **highly specialized and customized**, specially created to meet precise needs of pets and owners;
- **SPOIL ME MORE**: products and services that treat pets to **extra-special attention**.

The competition

These five categories will also be the focus of a brand new **competition** judged by a **jury of high-profile international trade journalists**, which on 16th May will pick the best (and most innovative) products launched at Zoomark.

Educational events

The packed schedule of educational events planned for the three-day show represents an added attraction for exhibitors and visitors alike. These include **meetings** for those in distribution, with a focus on rapidly developing markets and regions, scientific insights on animal nutrition and health, and seminars on techniques for improving sales and making the most of the opportunities offered by modern technological tools.

It is also noteworthy that various exhibitors have already announced that they will be holding their **annual conventions** at Zoomark.

A birthday to celebrate together

Since it was first established, Zoomark has served pet industry professionals in both good times and bad (such as the pandemic). Year after year it has strengthened its role as point of reference for companies seeking to embrace innovation, to become, **in 2023, Europe's leading pet industry event**.

2023 sees the **milestone 20th edition** of the show and Zoomark is gearing up to celebrate on **the evening of 15th May, at the end of the first day**. Exhibitors and visitors are invited to take part in a relaxed, informal celebration that offers a chance to get together and build new professional connections, remember past editions, think about the present and make plans for the future.

GENERAL INFORMATION

Where

BolognaFiere Exhibition Center

Times

Monday 15th and Tuesday 16th May: 9.00 a.m.-6.00 p.m.

Wednesday 17th May: 9.00 a.m.-5.00 p.m.

Entrances

Ovest Costituzione (Piazza della Costituzione, 4B)

Nord (Via Ondina Valla)

Tickets

25.00 euro for one day

40.00 euro for three days

To purchase, click here: <http://www.zoomark.it/en/visit/eticketing-service/7054.html>