

Zoomark China

Launching in Guangzhou, 23rd and 24th November 2023

Zoomark China will be launched in China to serve the needs of pet owners by providing a high-efficiency business platform for more high-quality international brands and rapidly emerging local brands to connect, communicate, and exchange ideas. **Zoomark China** will take place in **PWTC EXPO Guangzhou**, China, **on 23-24 November 2023**. The event aims to bring together pet retailers, distributors, importer/exporters, e-commerce retailers, online platforms and more.

Zoomark's entry into the Chinese market comes at a time when **pet ownership in China is on the rise**. According to the China Pet Industry White Paper, the number of households with pets in China increased by 10.4% from the previous year, reaching **116 million in 2022**. This trend is expected to continue as more Chinese consumers seek companionship from their furry friends.

Antonio Bruzzone, General Manager of BolognaFiere, emphasised that "the success of Zoomark and its ability to generate opportunities for the pet industry has pushed BolognaFiere to look at the extra-European market with the opening of new projects and make Zoomark a global pet business platform. Thanks to the presence in Shanghai of BolognaFiere Group and thanks to the long partnership with Informa Markets, Zoomark will create a bridge for professional pet business between Europe and China".

"We are thrilled to bring Zoomark to China, a market with huge potential for the pet industry", said **Athena Gong, Vice President of Informa Markets Asia and Managing Director of Informa Markets China**. "By leveraging the expertise of BolognaFiere, Informa Markets in China and Tianyi Exhibitions, three strong event organizers with local know-how and expertise, we are well-positioned to support the successful launch of Zoomark in China. Our goal is to create a business platform that introduces more international brands and high-quality domestic products to peers in the pet industry, in order to meet the needs of pet owners throughout China".

Zoomark China will cover an area of **over 15,000 square meters**, featuring a wide range of innovative and high-quality pet products and services including food, accessories, health and hygiene products, veterinary and aquatic exotic pets.

Event highlights include:

- **Business matching** with new-generation distributor/exporter, vertical e-commerce, live-streaming e-commerce MCN, pet industry KOL, cross-border platform, licensors, and more;
- **Pet Vision** will showcase the latest and most innovative products, providing valuable insights into new industry trends;
- **Trend Forum** – learn about new and emerging trends in the industry and stay up-to-date with the latest developments.

The exhibition is expected to attract **over 300 exhibitors and 15,000 visitors from China and abroad**.

For more information about Zoomark China, please visit **www.zoomark.cn**.

Media contacts:

China: Lina Pan, Lina.Pan@informa.com

International: Lavinia Fressura, press@zoomark.it.

About Zoomark

Zoomark is a leading international pet food and pet care trade show, welcoming exhibitors and qualified buyers from all parts of the world. Founded in 1985, Zoomark has quickly become a leader event in the pet industry, where manufacturers, distributors and pet business people from over 85 countries meet every two years (the show is biannual).

For more information, please visit www.zoomark.it.

About Informa Markets

Informa Markets creates platforms for industries and specialist markets to trade innovate and grow. We provide marketplace participants around the globe with opportunities to engage experience and do business through face-to-face exhibitions, targeted digital services, and actionable data solutions. We connect buyers and sellers across more than a dozen global verticals, including Pharmaceuticals, Food, Medical Technology, and Infrastructure. As the world's leading market-making company, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year.

For more information, please visit www.informamarkets.com.

About BolognaFiere Group

BolognaFiere Group is one of the world's leading exhibition organizers, with a portfolio of over 80 international exhibitions in Italy and abroad, covering a wide range of industries including food and beverage, hospitality, fashion, and beauty, and more. The group also manages the Bologna Exhibition Center, one of the largest exhibition centers in Europe.

For more information, please visit www.bolognafiere.it.

About BolognaFiere China

BolognaFiere China Ltd. was established in 2007 as a fully-owned subsidiary of BolognaFiere Group with its location in Shanghai. It is responsible for the business of BolognaFiere Group in the mainland China, Hong Kong, Macao and Taiwan. Currently, BF China has more than 50 full-time staffs, and organises and co-organises fairs and projects in China. It also offers professional services to Chinese enterprises that participate in Italian international large-scale exhibitions around the world, provides consulting services to the Italian enterprises aiming at developing business in China market, and implements many Italian activities and events in China.