

ZOOMARK 2025

will be Bigger and Bolder

**Zoomark presents "Spotlight on Pets",
the new communication campaign for its 21st edition,
on in BolognaFiere from 5th to 7th May 2025.**

Ready? Just a few months after the highly successful 2023 edition, Zoomark is launching its 2025 registration campaign with a completely new image that will accompany all the communication for the international pet food and pet care show from now to the next edition, scheduled for **5th to 7th May 2025 in BolognaFiere**.

More than just a show: Zoomark 2025 will be bigger and bolder than ever before

Zoomark is proud to present **Spotlight on Pets**, the visual identity project that heralds a new direction in the communication style that has characterized the event for years, helping to make it an international point of reference in the pet industry.

The new tagline – **Bigger and Bolder** – highlights Zoomark's goal of being **bigger** than ever before (in terms of exhibition space, number of stands, and international visitors) as well as **more ambitious** in its projects and objectives: an invitation to all B2B professionals in the pet industry to up their game too.

Throughout its previous editions, Zoomark has proven to be much more than a simple product showcase: a genuine **partner** for pet industry professionals and the ideal place to build **new relationships** and explore **new avenues**.

The 2025 edition will feature a host of **special projects, events and in-depth discussions** that will make taking part in Zoomark even more engaging and full of significant insights for business development.

Opportunities for **professional growth**, a **welcoming, vibrant environment**, and the city of **Bologna**, renowned for its art, culture and world-famous cuisine, make Zoomark 2025 an **unmissable** event.

Spotlight on Pets

While confirming its reputation as a major commercial event that opts for an informative, technical style of communication – a modern, innovative trade show that interfaces with professionals and companies – **Zoomark** is presenting a new direction for its forthcoming edition, with **new colours**, a **new tone of voice**, and a **new slogan**. These changes gravitate around the real focus of the event: the **pets** themselves.

The new concept, conveyed in a visual identity based on multiple elements, in a deliberately **simple** yet **highly impactful** style, places the spotlight firmly on pets, all pets – dogs, cats, birds, fish, rodents, and more. The **tone** is playful, fresh, and **ultramodern** because that's what **Zoomark** is all about: an **essential B2B event** that is dynamic, vibrant, and cutting-edge.

Along with the manufacturers, distributors, buyers and specialized retailers from all over the world that have been part of the event for 21 editions, Zoomark is boldly channelling the new needs and requirements of pets, confirming its position as a leader in Europe and a bridge to the rest of the world. It is the best place to tap into the present and future of the pet industry and its mission: the **Pet Vision**.



The show's new image communicates this very simple, all-important message: pets, and their **needs** and **demands**, are the focus of Zoomark 2025, both in the virtual world, on the revamped website www.zoomark.it and on all Zoomark's social media, as well as in the real world, in the halls of **BolognaFiere, from 5th to 7th May 2025**.