

ZOOMARK 2025

Old favourites and new features

With the launch of the new campaign "Pets in the spotlight", work is now under way on the 21st edition of Zoomark, which will be on in BolognaFiere from 5th to 7th May 2025, showcasing a host of regular fixtures but above all lots of new ideas.

Zoomark has unveiled its brand-new image, which puts **animals firmly back in the spotlight**. The **striking** new campaign, with its **simple, bold graphic style** in fun, fresh colours, shines a light on pets – dogs, cats, birds, fish, rodents, and more – and confirms the **dynamic**, vibrant, **contemporary** spirit of the international pet food and pet care show, an essential industry event for professionals and companies.

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 scope.

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 boost business.

The 2025 edition will feature the show's most popular formats, along with a **host of special projects, events and informational events**. A revamp is in the pipeline for one of the areas most appreciated by visitors and exhibitors alike: **Pet Vision**, the space for new products which explores market trends and future directions, offering insights to

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help industry professionals to take on the market and providing fresh inspiration for businesses.

Zoomark's outlook has always been future-oriented, and the area **Next 5.0** specifically focuses on innovation and new technologies, hosting the startups joining the pet market for the first time, and all the brands offering high tech solutions.

Then there is **Tech**, the space reserved for all the companies involved in the supply chain: suppliers of raw and semi-finished materials, machinery, packaging, industry services and distribution.

And **Aqua Project** is back, with its spectacular displays by key players in the aquarium and terrarium industry, not to mention meetings and seminars.

Zoomark 2025 is ready to explore the present and future of the pet industry. What about you?