

**ZOOMARK**5-7 May 2025
BolognaFiere, Italy

an event by



organized by



ZOOMARK in China

Zoomark in the spotlight of pet industry in China by organizing the Pet Pavilion at Marca China, from 26th to 28th June 2024.

Zoomark will be presenting an entire area dedicated to the pet market – **Pet Pavilion powered by Zoomark** – at Marca China, the international event dedicated to the world of private label and large-scale distribution, organised by BolognaFiere China **from 26th to 28th June 2024** at the **Shenzhen Convention & Exhibition Centre** (Futian).

A unique, unmissable opportunity for all pet companies that operate in **private label** and **co-branding** and are interested in expanding their business in the Chinese market, particularly in the **large-scale retail channel or on e-commerce platforms**.

This area is as yet overlooked by the other trade shows in China, which focus mainly on specialised pet retail.

By attending the **Pet Pavilion**, companies will also benefit from a full day of training, the **'Day 1' (26 June)** of Marca China, which includes seminars and round table discussions with a group of specially selected buyers and a visit to several representative pet shops in Shenzhen.

Now in its third edition, Marca China will occupy an exhibition area of 20,000 square metres, and over 400 exhibitors and more than 10,000 professional visitors are expected to be in attendance, including local and international buyers.

The big news of the 2024 edition will be the **Pet Pavilion**: a space dedicated to the pet industry and powered by Zoomark, where pet food and pet care companies will be able to present their latest products to the Chinese market.

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The Pavilion will also host the **Pet Vision** area, **the revolutionary new products exhibition formula conceived by Zoomark**, dedicated to new developments in the industry and exploring future market trends in China.

Companies interested in taking part can request further information by writing to china@zoomark.it

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