

**Zoomark**

5–7 May 2025  
BolognaFiere, Italy

Organized by



An event by



# Zoomark just keeps growing

*9 halls and 78,000 square metres of exhibition space*

**A new hall (19) has just been added to the exhibition layout, and a host of new features is planned for the 2025 edition**

Zoomark is ready to confirm its standing as one of the world's leading pet industry events. The 21st edition will be on from 5th to 7th May 2025 in BolognaFiere. Though there are still several months to go, **80% of stands** have already been booked, and registrations are still coming in from all over the world.

"The anticipation is already building for our forthcoming event: people in the industry are greatly looking forward to taking part in the show, having an opportunity to gather and look to the future together," commented Pascale Sonvico, Zoomark's Show Office and Sales Manager. "Indeed, after adding hall 28, dedicated to the supply-chain companies, we have just announced **another new hall, hall 19**. Ideally located to integrate seamlessly into our layout, hall 19 is near of the main entrances of BolognaFiere, Piazza Costituzione."

In total Zoomark 2025 will thus occupy **nine halls** and cover an area of **78,000 square metres**.

## Thematic paths

Bigger and more functional too: Zoomark's new layout has in fact been designed to help exhibitors and visitors alike get the most out of the event, with a more engaging, efficient floor plan that will enhance the show experience for all the industry professionals coming to Bologna, as explained by Luisa Bersanetti, Exhibition Manager of Zoomark: "One of the new ideas we are working on for the forthcoming event is creating specific pathways dedicated to the most interesting market trends, such as sustainability, quality and innovation, designed to optimise and streamline the visitor's experience and ensure that exhibitors in all halls are guaranteed a steady flow of traffic."

At the same time, we intend for these themed routes to be a precious resource for those looking for new opportunities and ideas to make their business stand out: they will guide

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retailers, buyers, distributors and importers to the companies and products on show. We believe that this approach, and the revamped layout, will help further optimise the flow of visitors and contribute to the event's success."

### **The special areas**

The 2025 edition of Zoomark features five special themed areas, designed to anticipate new trends and innovations in the pet industry, with the aim of boosting and facilitating business.

One of the new areas is **Next 5.0**, devoted to pet-tech, a rapidly growing segment which places technology and innovation in the service of pets' well-being. This area will host both start-ups and established firms, ready to present the most advanced solutions for pet health and safety.

Two very popular features will also be returning. The first is **Pet Vision**, dedicated exclusively to products and services launched in the months before the event, and the latest trends in the sector (the 2023 show presented more than 500 innovative ideas), accompanied by a competition to reward the best product innovations.

Another crowd-pleaser is **Aqua Project**, showcasing the aquarium and terrarium industry, which will host not only a display area but also training and educational sessions for specialised retailers.

The two brand-new launches of 2025 are **Factory**, an area completely dedicated to the supply-chain, and **Atelier**, which will host the very top of the range in pet wellness and comfort.

Zoomark is not only going to be bigger, but also more content-rich, thanks to a format that is much appreciated by the industry. "We have launched our series of webinars focused on key issues regarding the market, which will be running till May 2025, and we are currently working on the events that will take place during the show and fleshing out new projects that will add value to the user experience, making Zoomark not just the leading meeting place for the industry, but also a platform for discussion, development and innovation" – added Pascale Sonvico – "We are ready to offer an even more inviting, engaging environment, where it will be possible to explore the latest trends, find inspiration and develop your business".

### **Buyers from all over the world expected**

One of the key assets of a successful trade show is undoubtedly the attendance of major buyers. Zoomark has boosted its International Buyers Program, adding new activities designed to "guarantee the presence of a growing number of selected top



buyers from the main and emerging markets, thus helping connect supply and demand", explained Bersanetti.

The programme includes the addition of dedicated services to encourage direct interaction between buyers and exhibitors. Thanks to our B2Match matchmaking platform, buyers and companies will be able to prepare for the show in advance, and plan and manage their personal schedule of meetings.

Our partnership with the offices of the Italian Trade Agency in key pet industry markets will bring more international buyers to Bologna. At Zoomark 2025, delegations of buyers, retailers and distributors from the main markets will be primed to meet exhibitors to work on distribution proposals and solutions.

Bersanetti concluded: "We have arranged special welcome and hospitality packages in Bologna during the event. The focal point for all the activities planned for buyers will naturally be the VIP & Buyers Lounge, a meeting place and networking hub that has always been much appreciated."

Zoomark 2025 is already shaping up to be a great success: the place to be to tap into the buzz and the innovative, dynamic outlook of the pet industry.

*Zoomark is the b2b trade show for pet food and pet care, on in **BolognaFiere** from 5th to 7th May 2025. For 21 editions it has been an international meeting point between pet industry manufacturers and distributors: the ideal place to build new relationships, **keep up to date** with key developments, and **connect** with global players looking for new partners and **business opportunities**.*