

**Zoomark**5–7 May 2025
BolognaFiere, Italy

Organized by



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Zoomark in the spotlight in Bangkok

*Building a bridge between the European pet industry
and the Southeast Asian markets*

**A winning debut for the Italy Pavilion at Pet Fair South East Asia in
Bangkok (Thailand), where it hosted a line-up of companies
representing the excellence of the Italian pet industry.**

The Italy Pavilion powered by Zoomark made a very successful debut at **Pet Fair South East Asia**, the region's leading pet industry event, held in **Bangkok (Thailand)** from **30th October to 1st November**.

In Bangkok for the first time, the Italy Pavilion organised by Zoomark brought together eight Italian companies – Adragna Petfood, Bamapet, Iv San Bernard, Laviosa, Manitoba, Morando and Valpet – interested in exploring new business opportunities in the emerging markets of Southeast Asia.

The **Italy Pavilion** proved a star attraction for Asian and international visitors: more than **10,000 professionals**, including **retailers, buyers and distributors** from **81 different countries**, visited the show and the Italy Pavilion, forging new, advantageous partnerships, as the companies involved reported:

"It was definitely a positive experience for us, and has given our company several interesting opportunities for developing export and expanding commercially in the Asia-Pacific area," said **Simone Borgia**, *Asia-Pacific Export Manager* for **Adragna Petfood Srl**. "Above all, taking part in the Italy Pavilion enabled us to showcase our brand's values and products, which are proudly 100% Made in Italy. Thanks to Zoomark's ongoing commitment to promoting and supporting Italian excellence in the pet industry, we have consolidated our company's image on an international level," Borgia concluded,

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adding that "the support and assistance provided by the Zoomark team during the show was also a key factor. "

"Every new show is a gamble, but we knew that coming here as part of Zoomark's Italian delegation would be a safe bet," commented **Rossella Baiocchi**, *Marketing Manager* of **Bama S.p.A.** "We made friends with the other exhibitors and became the "Made in Italy family". For us, Pet Fair South East Asia was a very rewarding experience: the attendees lived up to our expectations in terms of both quality and quantity, and we came home with a lot of very interesting contacts. We can only thank all the Zoomark staff for the passion and determination they put into their work every day, promoting the Italian pet industry all over the world."

Patrick Rossi, *Supply Chain Manager* for **Manitoba S.r.l.**, added: "Being part of a Zoomark delegation is a sure-fire guarantee, first and foremost because Zoomark selects strategic events in high potential markets, but also because the organisation is flawless, and exhibitors are offered complete 'turnkey' solutions that are particularly advantageous. In view of the excellent results both during the show and post-event, we will definitely be taking part in the Italy Pavilion in the future".

Once again, Zoomark has confirmed its role as a key partner for companies wishing to expand their presence in new markets.

Zoomark is the b2b pet food and pet care trade show hosted in BolognaFiere from 5th to 7th May 2025. For 21 editions it has been an international meeting point between pet industry manufacturers and distributors, and the ideal place to build new relationships, catch up with the latest news and network with global professionals in search of new partners and business opportunities.