

**Zoomark**

5–7 May 2025
BolognaFiere, Italy

Organized by



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Aqua Project: the latest trends in the aquarium industry at Zoomark 2025

Innovation, Technology, Design and Sustainability

All the latest news from the industry and a packed programme of seminars and educational initiatives.

The aquarium market is a constantly evolving one. And following a challenging few years, the future now looks bright, driven by rapid technological innovation and a key commitment to sustainability.

The aquarium industry will be in the spotlight once more in the **Aqua Project** area of the forthcoming edition of Zoomark, the pet industry's leading international b2b event, on from 5th to 7th May 2025 in Bologna.

Located in **Hall 29**, the **Aqua Project** area will feature the main Italian and international companies in the aquarium and terrarium sector, who will be presenting their most important innovations. Our partnership with the Italian association **AIPA (Associazione Italiana Piccoli Animali)** has also been confirmed for 2025.

"Once again AIPA has renewed its partnership with Zoomark to manage the Aqua Project area, thus highlighting the importance of the sector in the pet industry," commented **Giovanni Zanon**, *Chairman of AIPA*. "We are delighted to say that many major brands in our sector will be taking part in Zoomark 2025, presenting a host of exciting innovations. This partnership will also help shine a light on the aquarium industry at an event of international standing, one of the key dates on the calendar. I firmly believe that visiting the next edition of Zoomark is a must not only for pet shops but also all those involved in the aquarium industry."

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In the Aqua Project space visitors will be able to admire next generation aquariums and get a preview of the very best the industry has to offer, from **food products delivering complete, balanced formulas for fish nutrition**, to **high tech accessories** that boost energy efficiency and channel a contemporary, engaging design aesthetic.

The prestigious Italian and international companies showcased in the Aqua Project area at Zoomark 2025 include international brands such as **Amtra, Aquael, Aquarialand, Aquatlantis, Artemia Koral, Askoll, Dajana Pet, Ferplast, Funhobby, Newa, Prodac, Red Sea, Sanko, Sera, Teco, Tropical, Zoo Med** and many more.

The Aqua Project area will also benefit from Zoomark's brand-new layout, based on themed routes highlighting the most interesting market trends, such as **sustainability, quality** and **innovation**, designed to optimise the visitor experience and ensure that exhibitors receive a constant, steady flow of foot traffic.

In a scenario in which those choosing aquariums for their living spaces are increasingly interested in solutions that combine aesthetics and sustainability, and new generations of potential hobbyists have more of an awareness of technology and environmental issues, proactively informing consumers is essential when it comes to attracting new kinds of clients to this fascinating sphere, thus helping guarantee a bright future for the market.

Luisa Bersanetti, *Exhibition Manager of Zoomark*, explained, "In the Aqua Project area we will be presenting the latest trends in the aquarium industry in terms of innovation and research, giving companies in the sector an important opportunity for international visibility, as well as numerous training and educational activities."

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 relationships, catch up with the latest news and network with global professionals in search of new partners and business opportunities.