

# Zoomark 2025: full speed ahead!

The registrations for **Zoomark 2025**, scheduled **from 5 to 7 May 2025 in BolognaFiere**, are flooding in!

Zoomark becomes increasingly ambitious in its projects and goals, with the aim of to beat the exceptional, record numbers of Zoomark 2023, which occupied **more than 68,000 square metres of exhibition space** and saw **1,060 exhibitors** from **57 different countries** and a total of **27,950 visitors**, **62%** of whom were from abroad.

The signs are already looking good: with just over a year to go before the next edition, registrations have been flying in, and the event scheduled for May 2025 is set to live up to its new claim, and be **Bigger and Bolder** than ever before. The main aim of **Zoomark 2025** is in fact to offer a more and more innovative and rich attendance of pet companies and inspire the interest of pet professionals from all over the world.

And the registration figures are already looking impressive! **50% of the exhibiting space** at Zoomark 2025 has already been booked up, thanks to the Rebooking and Early Bird campaign. Due to this important result, the organizers have already had to **expand the exhibition space**, adding **Hall 28** to the event map.

The promotion is still running! Companies that have not yet reserved their spot at the show can take advantage of the early bird rate till **30 June**, and get a **5% discount** on the price of exhibition space.

## **Why take part in Zoomark? Because it's a pet industry must!**

Zoomark sets out to be much more than just a product showcase. It's an international point of reference that in 2023 attracted **28,000 visitors** from all over the world, a genuine **partner** for industry professionals, and the ideal place to forge **new partnerships** to boost business.

But that's not all. Zoomark is an essential get-together for the entire international pet community. It offers a key opportunity for **continuing education**, and interfacing with fellow professionals, with the aim of building culture and facilitating the sharing of ideas, projects, strategies and perspectives on the international pet market.

## Zoomark 2025: new features and old favourites

The organizers are already hard at work on a host of new projects for exhibitors and visitors for May 2025, which will be unveiled in the coming months.

**Pet Vision** will still be the heart of the event, **turning the spotlight on pets**: the perfect way to get an overview of the present and future of the pet industry. Zoomark boldly brings you all the industry's latest trends, needs and visions, confirming its leadership in Europe and as a bridge to the rest of the world, and thus reaffirming its mission, its Pet Vision.

Other areas that have already been confirmed are **Next 5.0**, which focusses on the pet market of the **future, innovation** and **high technology**, hosting start-ups and companies offering advanced high-tech solutions, and **Factory**, the new project devoted to **supply chain companies**: suppliers of raw and semi-finished materials, machinery, packaging, industry services and distribution.

## Zoomark meets the press at Interzoo 2024

In the meantime, Zoomark is back on tour, and in the coming months will be present at the main pet events worldwide.

Next stop: **Interzoo 2024**, from 7 to 10 May in Nuremberg. Zoomark will be at **Stand 124 in Hall 1**.

And on **Wednesday 8 May from 12:30 to 1:30 p.m.** in the **Hong Kong room** of **NurnbergMesse**, the Zoomark team will be meeting the press to launch **Zoomark 2025**, presenting **insights and trends regarding the Italian market** and offering a preview of the **biggest, boldest** pet industry event in Europe in 2025.

[www.zoomark.it](http://www.zoomark.it)