

# **ZOOMARK Knows No Bounds: From Bologna to Bangkok**

*Zoomark is the bridge to Southeast Asia*

**From October 30th to November 1st, Zoomark will take center stage at the Pet Fair South East Asia in Bangkok, Thailand, featuring the “Italy Pavilion”. This pavilion will host the booths of all Italian pet companies looking to expand their business into the emerging markets of SEA.**

**Zoomark** is strengthening its collaboration with **Pet Fair South East Asia**, the leading fair for the pet market in Southeast Asia, to be held in **Bangkok, Thailand**, from October 30th to November 1st.

The **new strategic alliance** aims to promote B2B events in their respective countries, attracting visitors to each other's markets. As part of this exclusive collaboration, Zoomark **represents a privileged connection between Italian companies and the Thailand fair**. Zoomark will coordinate the attendance of Italian brands at Pet Fair South East Asia to offer businesses both visibility and opportunities within the Asian markets.

Italian brands interested in exhibiting in Bangkok can **rely on Zoomark to book** their individual **exhibition space** or **reserve a stand** in the **Italy Pavilion**. This presents a unique opportunity for visibility **for all companies seeking new partnerships** and for meeting key operators in the area (distributors and buyers) to export to Southeast Asia.

The 2023 edition of Pet Fair SEA saw the participation of **281 exhibitors** from **40 countries** and **10,000 professional visitors** from **74 countries**.

The pet markets in Thailand, Indonesia, Malaysia, Vietnam, the Philippines, and Singapore are experiencing **rapid and significant growth** (with a forecasted compound annual growth rate of 9% for the period 2024-2029), driven by increasing pet ownership, rising per capita income, and urbanization. It is, therefore, the ideal time to enter these markets.



# ZOOMARK

5-7 May 2025  
BolognaFiere, Italy

an event by



organized by



## Promoting the Excellence of Made-in-Italy

"Our longstanding collaboration with Pet Fair South East Asia is an example of how **Zoomark** has always aimed to create a network of strong international partners," says **Pascale Sonvico, Sales and Show Office Manager** at Zoomark. "We are delighted to renew our commitment and seize this new opportunity **to support and promote the excellence of Made-In-Italy** in the Southeast Asian markets, ensuring the participation of Italian brands and amplifying the visibility of our exhibition."

"We are extremely pleased to have consolidated our partnership with **Zoomark** through the organization of the dedicated **Country Pavilion** for Italy," says **Johannes C. Kraus**, Senior Project Manager at **Pet Fair South East Asia**. "We feel honored to have been recognized by one of the leading events in the international pet market as the reference platform for the industry in Asia. We are confident that the Italian companies participating will be able to enter or strengthen their presence in the Southeast Asian markets."

To join the **Italy Pavilion** or participate with your own stand at **Pet Fair South East Asia 2024**, please contact [estero@zoomark.it](mailto:estero@zoomark.it).

For updated news on Zoomark 2025 click [Here](#)

**Zoomark** is the international trade fair for pet food and pet care scheduled at **BolognaFiere** from May 5th to 7th, 2025. In the last edition in 2023, with over 68,000 square meters of exhibition space spread across **7 pavilions, it hosted 1,060 exhibitors from 57 different countries and 9 foreign collectives and welcomed 27,950 visitors, 62%** of whom were from abroad.

Best of Zoomark 2023 in a [Video](#)  
[www.zoomark.it](http://www.zoomark.it)

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