

ZOOMARK 2025

The Countdown Begins

*At Interzoo 2024, the Press Lunch
powered by Zoomark*

Wednesday, May 8th, from 12:30 pm to 01:30 pm, at the Hongkong Room of NuernbergMesse, Zoomark presents to the international press and industry companies exciting previews of its upcoming edition as well as insights into the pet market trends in Italy.

Zoomark 2025 will be a “**Bigger and Bolder**” event, as the new tagline announces! International press and industry companies can get a tantalising preview at Interzoo in Nuremberg during the **Press Lunch** on **Wednesday, May 8th, at 12:30** at the **Hongkong Room** of **NuernbergMesse**.

During the meeting, **Luisa Bersanetti**, *Exhibition Manager* of BolognaFiere, and **Pascale Sonvico**, *Show Office and Sales Manager* of Zoomark, will unveil why the next edition of the event will be an absolute must-attend for industry operators, hinting at some of the captivating novelties planned for 2025.

In a context where innovation, technology, and digitalization are increasingly important, **Zoomark 2025** will dedicate an entire area to companies that have emerged as leaders in technological advancements and start-ups offering hi-tech solutions for pets and pet owners: **Next 5.0** will showcase firsthand the **new trends** that will guide the pet market towards the future.

The **2024 forecasts** anticipate **further evolution of the global pet market**. Among the new focuses, we will see **raw materials, innovative ingredients, premixes, semi-finished products, machinery, packaging, and industry services as well as distribution services**. Zoomark dedicates a **new project** to the companies that make up the production chain, which will come to life in the halls of BolognaFiere. We can only reveal its name for now: **Factory**.



ZOOMARK

5–7 May 2025
BolognaFiere, Italy

an event by
**Bologna
Fiere Group**

organized by
**EVENTS
FACTORY**
The Italian Expo Hub

Many innovations are in store for the exhibition while Zoomark's **international commitment** continues, as evidenced by **new projects and collaborations with foreign partners**, which Luisa Bersanetti will illustrate.

Shortly after participating at Interzoo, **from June 26th to 28th 2024**, Zoomark will move to the Shenzhen Convention & Exhibition Centre (Futian) for **Marca China**, with the Pet Pavilion, an exclusive area dedicated to the pet sector within the dynamic event of private label, e-commerce, and retail. This will provide Italian and international companies with a preferential channel of access to the Chinese market.

Zoomark's international expansion underscores the dual purpose of **bridging Europe and the rest of the pet world** and bringing to Bologna in 2025 a high-profile audience of professional visitors and buyers from all continents, including emerging markets, offering new development opportunities to companies.

As an exception for this Press Conference, we will allocate slots of maximum 10 minutes for **individual interviews**, in addition to offering a **networking space** for companies, buyers, and the press.

During the meeting at Interzoo, **Giorgio Massoni, President of Assalco**, will present some of the key data from the **Assalco-Zoomark 2024 Report**, while **Mattia Barchetti** will preview some highlights of a new survey on the accessories segment and pet owners by **Nomisma for Zoomark**, aimed at identifying trends, opinions, behaviors, and purchasing habits of Italian pet owners.

→ Please **Confirm** your attendance at the light lunch

→ **Reserve** your slot for an interview with the speakers

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The **Zoomark stand** at Interzoo is **number 124, Hall 1**.

We look forward to seeing you from May 7th to 10th.

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

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