

Zoomark triumphs in China

Building bridges

between the European and Chinese pet markets

Pet Pavilion powered by Zoomark at Marca China: global pet food and pet care professionals meet in Asia

The third edition of **Marca China** further strengthened **BolognaFiere**'s role as a partner for companies wanting to expand into emerging markets. The group has had a Chinese office in Shanghai since 2005 and founded **BolognaFiere China Ltd** back in 2007. The company – which employs over 50 people – organises trade shows and other projects in China and provides support to Chinese businesses at Italy's major international shows.

Pet Pavilion powered by Zoomark is the result of **Zoomark's** partnership with Marca China that brings **the pet sector into the private label industry for the first time**. Pet Pavilion hosted 30 exhibitors from Italy and around the world, showcasing key pet industry products including snacks and food, grooming solutions and hygiene and cleaning items.

Over 700 professionals – both buyers and distributors – visited the pavilion.

Luisa Bersanetti, Exhibition Manager at Zoomark, described the event's success: "The pet industry is increasingly versatile and is always on the lookout for new channels. This chance to meet Chinese private label firms provided new opportunities and incentives for businesses. Zoomark's approach to seeking and proposing innovative solutions for pet companies has made a successful landing in the dynamic Chinese private label market."

The three-day trade show enabled producers, distributors and retailers to enter into lucrative partnerships that support the development of the Chinese own-brand market. This year's event introduced the "1+2" model, which offered exhibitors a special preview day to meet buyers at the show, thereby expanding their networking opportunities.

Various events designed to promote B2B meetings were organised for Marca China exhibitors on the first day: a buyers' product selection, sharing sessions, a featured product showcase, a welcome dinner and, most importantly, **training sessions**.

Training Sessions by Zoomark

Zoomark's two training sessions proved to be very successful.

In **Pet Industry Insight. Distribution Channels of China's Pet Market and the Guidelines of Imported Pet Foods**, pet industry key opinion leader and commentator Luo Tian Jun, the founder of Changsha Baozai Meituo Media Culture Co., Ltd., presented some data on the industry and offered guidelines on handling imports and exports in the Chinese market.

Paola Cane, regulatory adviser and author and CEO of Mia Solution, ran a popular session entitled **Retailers' Private Brand Track: Are Pet Products Followers or Dark Horses?** In her eagerly anticipated talk, Paola Cane revealed some signs of a change in pet culture: owners are increasingly more aware that their cats, dogs and other companions are not human, and are therefore searching for products that best meet their needs as pets.

Pet Pavilion powered by Zoomark attracted a great deal of interest among visitors from Asia and across the world, thanks to the efforts of the Italian Trade Agency (ITA), which gave the following statement:

"To mark the launch of Pet Pavilion powered by Zoomark at Marca China, the Italian Trade Agency (ITA), in partnership with BolognaFiere China, invited a group of pet food and pet care professionals from China, Singapore and Indonesia to meet the exhibitors at Pet Pavilion.

The foreign delegation was able to deal with them and so boost their development opportunities in Asian markets.

A Buyers' Lounge was also set up at Pet Pavilion, where Italian Trade Agency (ITA) staff could introduce their work and provide support to Italian businesses at the show."

Pet food and pet care companies unveiled their latest products to the Chinese market at **Pet Pavilion** through **Pet Vision, Zoomark's revolutionary new product exhibition formula** dedicated to new developments in the industry and future trends in China.

Marca China provided a unique and unmissable opportunity for all pet companies involved in **private label** and **co-branding** ventures and interested in expanding their

business to the Chinese market, particularly in the **large-scale retail channel or on e-commerce platforms**, areas overlooked by other Chinese trade shows, which focus mainly on specialised pet retail.

Zoomark's partnership with Italian Trade Agency (ITA), combined with the expertise of **BolognaFiere** and its network of agents across key European markets, has reinforced its globalisation strategies, which were directed towards encouraging foreign professionals to visit the Pet Pavilion.

New agreement between Zoomark and TOPS

Zoomark has also strengthened the collaboration between the Chinese and European pet worlds by entering into a partnership with **TOPS: The One Pet Show**, a new pet trade show launched in 2023 that attracts 20,000 visitors and thousands of exhibitors to Shanghai every year.

The aim of the new venture is to promote the two events in both Europe and China and to provide additional content, such as the **"China Focus Day"** that TOPS will organise at Zoomark 2025.

TOPS will also be responsible for setting up an area at BolognaFiere to showcase high-tech Chinese products, proving the Chinese pet industry's extraordinary market potential and the vital role played by innovation.

TOPS will promote Zoomark through all available channels. Both sides are aiming to attract as many international exhibitors and visitors as possible to their respective shows. The partnership will help businesses operating globally in the pet sector to expand their presence and will promote important synergies within the market.

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Zoomark is the B2B pet food and pet care trade show scheduled for **May 5th–7th 2025 at BolognaFiere**. Returning for the 21st time, it provides a global meeting point for the industry and distributors in the pet sector, and is the ideal place to forge new relationships, **stay up to date and share ideas** with a global audience seeking new partners and **business opportunities**.

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