



Zoomark

5–7 May 2025
BolognaFiere, Italy

Organized by



An event by



Zoomark welcomes Dr. Pol

A Landmark Collaboration for Pet & Animal Care!

A special guest at Zoomark 2025 on May 5th and 6th 2025

Zoomark is delighted to announce the exclusive attendance of Dr. Jan Pol, the world-renowned veterinarian and star of National Geographic's hit TV series *The Incredible Dr. Pol*, in collaboration with Belgian company, Mijten NV, a family-owned animal nutrition specialist with over 85 years of experience in developing high-quality feed for pets and livestock.

As a leading international trade show for pet food and pet care professionals, Zoomark is committed to bringing industry experts, innovators, and passionate pet lovers together. Dr. Pol's presence at Zoomark 2025 in BolognaFiere, Italy, on May 5th and 6th 2025, marks an exciting opportunity to connect with one of the most trusted voices in veterinary medicine worldwide.

This will also be a unique chance to discover the brand-new Dr. Pol pet food and chicken feed lines developed by Dr. Pol and Mijten. Debuting for the first time exclusively at Zoomark, these premium dog and cat foods and chicken feeds are manufactured in Europe for European consumers.

BolognaFiere Cosmoprof S.p.A.

Offices: viale Regina Giovanna 17 | 20129 Milano (Italy)

Registered office: via Maserati 16 | 40128 Bologna (Italy) cap. soc. i.v. € 120,000.00 – C.F.-RIVA 04717230967

R.E.A. BO521826 | Company subject to the management and coordination of the sole shareholder BolognaFiere S.p.a. | Reg. Imp. BO 00312600372

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Meet & Greet with Dr. Pol

Zoomark attendees and international press will have the chance to meet Dr. Pol in person at the Mijten booth, Hall 19, Stand B47 – C48, during the following times:

- Monday, May 5th, from 1:30 PM to 3:30 PM
- Tuesday, May 6th, from 10:00 AM to 12:00 PM

This is a unique occasion for fans, media, and industry professionals to engage with one of the most beloved vets in the world, take exclusive pictures and learn more about his mission to enhance animal care.

"We are excited to collaborate with Dr. Pol and Mijten, whose lifelong commitment to animal welfare aligns perfectly with our mission to promote excellence in the pet care industry. We are happy to help bring his expertise and vision to the European market," says Pascale Sonvico, Show Office and Sales Manager of Zoomark.

Media & Interview Opportunities

Dr. Pol will be available for media interviews before and after the events. Journalists and industry representatives can contact Dave van der Pasch, Sales and Marketing Director of Mijten, in advance to schedule an exclusive interview.

Strengthening the Pet Care Industry

Dr. Pol's visit to ZOOMARK marks the exciting expansion of his premium pet food line into the European market. In partnership with Mijten, a leading Belgian manufacturer of high-quality animal nutrition, the Dr. Pol brand is bringing its science-backed, veterinarian-influenced nutrition to pets and farm animals across Europe.

"I am excited to be at Zoomark 2025 to meet industry professionals, animal lovers and partners who share my passion for animal health and well-being. Nutrition plays a crucial role in the health and longevity of animals, and I am thrilled to introduce our high-quality, affordable feed products to the European market," says Dr. Pol.



About Dr. Pol

With over 50 years in veterinary medicine, Dr. Pol is more than just a television star or product line. In fact, the brand story goes back to 1954 when 12-year old Jan Pol helped deliver a litter of piglets on his family's dairy farm in the Netherlands. From that day on, Jan's singular focus and passion has been to care for animals. After graduating from Utrecht University as a veterinarian, Dr. Pol immigrated to the United States with his wife, Diane. After ten years of practice, he moved to Weidman, Michigan and founded Pol Veterinary Services. With a down-to-earth, practical approach to veterinary medicine, Dr. Pol grew his practice and has devoted his life to caring for the pets, livestock, and animals of farmers and pet owners. Dr. Pol continues his work today, caring for animals, advocating for affordable pet care, and bringing products to consumers designed to support overall health at affordable prices- because Dr. Pol's favorite animal is a healthy animal.

Watch *The Incredible Dr. Pol* in 180 countries around the world on National Geographic, Disney+ and Hulu.

For more information or to schedule an interview with Dr. Pol, please contact:

Dave van der Pasch

✉ Dave@mijten.be

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Learn more about Dr. Pol online at:

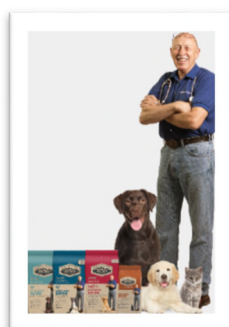
Website: www.thedrpoll.com/eu

Facebook: @TheDrPolOfficial & @DrPolPets

Instagram: @TheDrPol & @DrPolPets

Twitter: @DrPol

YouTube Channel: www.youtube.com/drpol





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