

**Zoomark**

5–7 May 2025  
BolognaFiere, Italy

Organized by



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# Next 5.0: where technology and innovation meet animal well-being

**Innovative, tech-oriented companies and start-ups are the focus of this special area of Zoomark 2025.**

Zoomark, the b2b pet food and pet care show, is gearing up for the launch of **Next 5.0**, the space that puts the spotlight on **pet-tech**, where technology and innovation come together in the service of pet well-being.

**Pascale Sonvico, Show Office and Sales Manager of Zoomark**, explains:

*"At **Next 5.0**, we want to offer a showcase to those who are shaping the future of pet care through technology and innovation. This area represents a key hub for start-ups that want to contribute to growing the market, offering increasingly cutting-edge solutions for animal well-being."*

## **Next 5.0: a hub for start-ups, high-tech and innovation**

The area, located in Hall 16, will offer a comprehensive overview of the latest innovations in the industry and will foreground new start-ups (in business for a maximum of 5 years, with a turnover of up to 5 million euros) from all over the world, from Seed to Scale-Up phase, giving them the opportunity to present their ideas to potential investors and international pet market players.

Alongside the start-ups in the Next 5.0 area, the same hall will play host to more established pet tech companies, which are driving growth and innovation in the pet industry, and offer advanced, diversified solutions in sectors such as food, grooming, care, monitoring and control, IoT, toys and more.

This unique combination of emerging and established brands will bring together the most innovative ideas and advanced technologies, making for networking opportunities and strategic partnerships with incubators and accelerators.

The Next 5.0 area will therefore attract a qualified audience of investors, distribution chains and online marketplaces interested in discovering the latest in high-tech and building new partnerships.

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## Unmissable events in the NEXT 5.0 area

NEXT 5.0 will not only be an exhibition space, but a hub for networking and education on innovation and business in the pet industry. During the three days of ZOOMARK 2025, this area will host a series of exclusive events created for exhibitors, investors and industry professionals, including:

- **A Masterclass by Annamaria Tartaglia**

On Tuesday 6th May, Annamaria Tartaglia – CEO of *The Brand Sitter* and Executive Director of *Angels4Women* – will lead an exclusive masterclass on how pet startups can strategically position themselves in the European market, attract investments and develop partnerships with big companies in the sector. A unique opportunity to access high-level insights on innovation, marketing and business development.

- **The award for the most innovative start-up**

A panel of industry experts will select the startup that stands out the most for technological innovation, market impact and scalability. The award represents a launch pad for emerging companies that aspire to redefine the future of the pet industry.

NEXT 5.0 thus represents a key point of reference for startups that want to accelerate their growth, connect with strategic stakeholders and access valuable content to compete in an increasingly dynamic global market.

## Next 5.0 is the future of pet tech

With the launch of this new area, Zoomark 2025 will consolidate its preeminent role for the international pet industry, as a leading meeting place for those who see technology as a fundamental element for animal well-being.

At Zoomark 2025, the future is already here.

*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**.*