

**ZOOMARK**

5–7 May 2025
BolognaFiere, Italy

Organized by



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Zoomark Joins the European Pet Organization and Strengthens Its Commitment to the Pet Sector at European Level

A new milestone in the international development of the leading B2B pet industry event

Zoomark, the international trade show for the pet industry organised by BolognaFiere Cosmoprof and scheduled for May 5–7, 2025, **officially becomes a member of the European Pet Organization (EPO)**– the voice of the pet sector at European level. EPO brings together relevant national pet sector associations across Europe and represents the members' interests at EU level.

This important step further strengthens Zoomark's institutional role and confirms its commitment to supporting responsible pet ownership and encouraging dialogue throughout the supply chain – from the international business community to pet-owning families.

As a leading platform for industry professionals, with over 1,300 exhibitors and 30,000 professional visitors from all over the world expected at its 2025 edition, Zoomark becomes an even more strategic player in promoting growth, sustainability, and innovation in the pet sector.

"Our membership in EPO represents a significant step forward in Zoomark's growth and mission," says **Enrico Zannini, General Director of BolognaFiere Cosmoprof**. *"We are proud to support the values of responsibility, transparency, and cooperation that*

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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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EPO stands for, and we're convinced that this partnership will offer new opportunities for sharing expertise, addressing key regulatory developments, and strengthening the voice of the pet sector in Europe."

With its growing international visibility, **Zoomark joins EPO not only as a trade fair, but as a key player in facilitating connections between business and society.** This positioning is also supported by the synergy with QuattroZampeinFiera (QZF), the B2C event by BolognaFiere Cosmoprof that connects directly with pet families and consumers in Italy, providing EPO with further access to education, awareness-building, and engagement with pet owners.

"Thanks to our dual role through Zoomark and QuattroZampeinFiera, on one hand, we create a stage for the entire supply chain to meet, collaborate, and grow, on the other, we help spread a culture of responsibility and respect towards animals, by engaging with families and pet lovers directly. We will support the work of EPO strengthening responsible pet keeping and supporting the industry's best practices" explains **Luisa Bersanetti, Exhibition Manager of Zoomark and QZF.**

Italy is one of Europe's most important pet markets, with over 65 million companion animals, a mature retail ecosystem, and increasing demand for quality, transparency, and innovation in pet care. Zoomark's presence within EPO offers the European association the opportunity to consolidate its positioning in this key territory and develop new initiatives in line with the sector's evolving needs.

"Italy stands out among Europe's largest pet markets," says **Svein A. Fosså, President of EPO.** *"The addition of Zoomark to EPO allows us to open new channels of dialogue and collaboration with a broad and qualified player, and to further pursue our mission of promoting responsible pet ownership, legislative coherence, and sustainable development across the continent."*

Zoomark's participation in EPO will be reflected in upcoming activities throughout the year, reinforcing its central role in shaping the future of the European pet sector



About Zoomark

Held every two years in Bologna, Italy, Zoomark is the leading international B2B event for the pet industry. Organised by BolognaFiere Cosmoprof, it brings together manufacturers, distributors, buyers, and professionals from over 120 countries, offering a global platform for networking, innovation, and business development in the world of pet food, care, and accessories.

About the European Pet Organization (EPO)

Founded in 1990, the European Pet Organization (EPO) is a coalition of national pet trade associations that promotes responsible pet ownership and advocates for the interests of the pet sector at European level. Through policy engagement, public education, and stakeholder coordination, EPO supports a coherent, sustainable, and informed development of the pet sector across the continent.

In 2024, EPO welcomed a new category of members: associate members.

These are entities from the pet sector that already collaborate with EPO members and aim at supporting EPO with its activities at EU level.