

**ZOOMARK**

5–7 May 2025  
BolognaFiere, Italy

Organized by



An event by



# Zoomark and Petzoo Eurasia forge strategic partnership to strengthen Pet Industry ties between Europe and Turkey

New collaboration aims to bridge markets and foster growth across the Mediterranean and Middle East regions

Zoomark, Europe's leading B2B pet industry trade show, and Petzoo Eurasia, Turkey's foremost international pet exhibition, are pleased to announce a strategic collaboration designed to enhance connections between the European and Turkish pet markets. This partnership aims to serve as a conduit to the broader Middle Eastern region, facilitating the development of new channels and market synergies in response to evolving global dynamics.

Zoomark, organised by BolognaFiere, welcomed over 1,300 exhibitors and hosted nearly 31,000 visitors from more than 120 countries across 90,000 square metres in 10 halls at its 21<sup>st</sup> edition in Bologna from 5–7 May 2025. The event stands as a pivotal platform for industry professionals to explore innovations, forge partnerships, and drive the pet sector forward.

**BolognaFiere Cosmoprof S.p.A.**

**Sede operativa e commerciale:** viale Regina Giovanna 17 | 20129 Milano

**Sede legale:** via Maserati 16 | 40128 Bologna cap. soc. i.v. € 120.000,00 – C.F.-P.IVA 04717230967

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Petzoo Eurasia, organised by Ulusal Fuarçılık, will host its 11th edition from 8–11 October 2025 at the Istanbul Expo Center. The fair will span 30,000 square metres, featuring 287 exhibitors (including 46 international participants) and attracting over 42,000 visitors underscoring its significance as the leading pet industry event of the MENA region.

**“This collaboration with Petzoo Eurasia represents a significant step in Zoomark's mission to foster international cooperation within the industry,”** said Enrico Zannini, General Director of BolognaFiere Cosmoprof. **“Turkey's strategic position as a bridge between Europe and Middle East offers immense potential for market expansion and innovation. Together, we aim to create new opportunities for our exhibitors and visitors alike.”**

The partnership will facilitate mutual promotion, knowledge exchange, and the development of joint initiatives aimed at enhancing the global competitiveness of the pet industry in both regions.

**“By aligning with Petzoo Eurasia, we are not only expanding our geographical reach but also enriching the diversity and depth of our events,”** commented Luisa Bersanetti, Exhibition Manager of Zoomark. **“This synergy will enable us to better serve our stakeholders by providing access to emerging markets and fostering a more interconnected global pet industry community.”**

The Middle Eastern pet industry is experiencing significant growth, with the market in the UAE alone projected to reach \$2 billion by 2025. This surge is driven by increasing pet adoption rates, a growing urban middle class, and heightened awareness of pet health and wellness. The region's emphasis on premium products, sustainability, and digital solutions aligns with global trends, presenting ample opportunities for businesses to expand and innovate. The same trends were highlighted at the newest edition of Zoomark

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through a series of educational events, market analysis and the show's brand-new special areas.

**"We are excited to partner with Zoomark to enhance the international profile of Petzoo Eurasia,"** stated Selçuk Çetin, General Manager of Ulusal Fuarçılık. **"This alliance will not only showcase the strengths of the Turkish pet market but also provide our exhibitors and visitors with greater access to European innovations and business opportunities by integrating the target markets of Petzoo Eurasia with the European region."**

Looking ahead, this partnership also marks the beginning of a broader journey as Zoomark will continue to act as a strategic platform for international business development, providing a valuable stage to explore opportunities both in the Middle East and other high-potential regions, further reinforcing its mission to connect the global pet industry across continents.

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### About Zoomark

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

### About Petzoo Eurasia

Petzoo Eurasia is a leading pet industry exhibition of MENA region, organised annually by Ulusal Fuarçılık at the Istanbul Expo Center. The fair serves as a central hub for industry professionals across Europe, Asia, and the Middle East, featuring a wide array of products and services, and fostering international trade and collaboration within the pet sector.

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