

An event by:



15.5 → 17.5 • 2023
BOLOGNA FIERE - ITALY



ZOOMARK
INTERNATIONAL

“THE SHOW EXPERIENCE” STARTS NOW! ZOOMARK BOOSTS ITS DIGITAL AND SOCIAL MEDIA PRESENCE

***Now online, the new website for the event devoted to pet products and equipment, held in BolognaFiere from 15th to 17th May 2023.
And Zoomark launches on Instagram.***

Zoomark International is gearing up in style for its 20th edition, **Europe's leading pet industry event** in 2023, on at BolognaFiere from 15th to 17th May.

The event, which promises to be a unique "Show Experience" for exhibitors and visitors alike, now boasts a **new** and improved website, www.zoomark.it, and is boosting its social media presence by launching a dedicated Instagram account.

New website and catalogue of exhibitors

The website www.zoomark.it has been redesigned to reflect Zoomark's **strong international outlook and ongoing growth curve**: the event now attracts more and more companies and visitors from all over the world.

With its **mobile-first design**, the site offers **an enhanced, more streamlined user experience** while still delivering the full range of **in-depth contents**. Presenting **news** from the world of pets and **direct testimonials from companies**, www.zoomark.it has its finger on the industry's pulse and is a hub for the international market.

The **catalogue of exhibitors** is already available on the Zoomark website: a useful resource to help buyers and trade professionals start organizing their time at BolognaFiere.

And a browse through the catalogue, which is constantly being updated, already points to the event being a **great success**: even if the show is still some months away, **many international companies** have been quick off the mark booking up their spaces, confirming that pet market professionals see Zoomark as **a crucial event, a key opportunity** to preview the main innovations, keep up to date with the latest developments and gain insight into coming megatrends, make deals and strategies.

Zoomark launches on Instagram!

Zoomark has always engaged with the international pet community on its social media channels on [Facebook](#), [LinkedIn](#), [Twitter](#) e [YouTube](#).

From today, its contents – event **previews, updates** on industry figures and forecasts, **input from exhibitors** and a host of **added extras** – is also coming to [Instagram](#) (@zoomark_international), where visuals will be to the fore.