

An event by:



15.5 → 17.5 · 2023  
BOLOGNA FIERE - ITALY



**ZOOMARK**  
INTERNATIONAL

## ZOOMARK IS GETTING EVEN BIGGER!

*Zoomark is gearing up for its 20th edition with a whole new hall and an increasingly international line-up*

The international pet industry trade show, which will be on in **BolognaFiere** from **15th to 17th May 2023**, already looks set to be **the biggest yet!**

### More exhibition space

With the show still seven months away, exhibition space is rapidly selling out, and as companies are still rushing to register, **the display area has been enlarged**, taking over hall 21 – a seamless addition to the layout – which joins the others that are now sold out.

Compared to previous years, Zoomark 2023 already looks set to be **the biggest edition yet**, occupying a surface area of **60,000 square metres** in **six halls** (21, 25, 26, 28, 29 and 30, plus the Mall Area).

### An increasingly international event

The show also boasts an **increasingly international outlook**, as shown by the high number of companies from all over the world that have chosen Zoomark as their official showcase. As the promotional campaign picks up speed, at present **over 60% of exhibitors are from different countries** and that figure keeps growing, confirming Zoomark as **the leading pet industry event in Europe in 2023**.

This huge success, which comes also thanks to the numerous partnerships with prestigious international bodies, such as the **US Department of Commerce**, and **the leading trade shows all over the world**, is boosted by the work of Zoomark's **network of agents** in a host of countries.

Zoomark 2023 sees the involvement of **new delegations** from **Greece, Thailand, Iran and Mexico**, along with the established ones from the **US, Canada, Great Britain, China, India, the Czech Republic and Brazil**.

### Looking forward to the Zoomark show experience

Zoomark has always been an **opportunity for companies to grow their business**, and for the **main players in our industry to interact and engage**.

One of the key features is the **Pet Vision** area, which showcases a selection of **brand-new products** to give buyers insight into the **mega trends** that will shape the market in the coming years, and helps generate high-value contacts between exhibitors and distributors. In conjunction with this area, the 2023 event sees a new **competition** devoted to the best products launched during the show, throwing the focus firmly on **innovation, new technology, creativity and sustainability**.

As well as the very encouraging results in terms of sales - even more so at such a complex, challenging international juncture - the 2023 edition of Zoomark promises to be an extra-special one, celebrating the event's **twentieth birthday** with a unique show experience.

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