

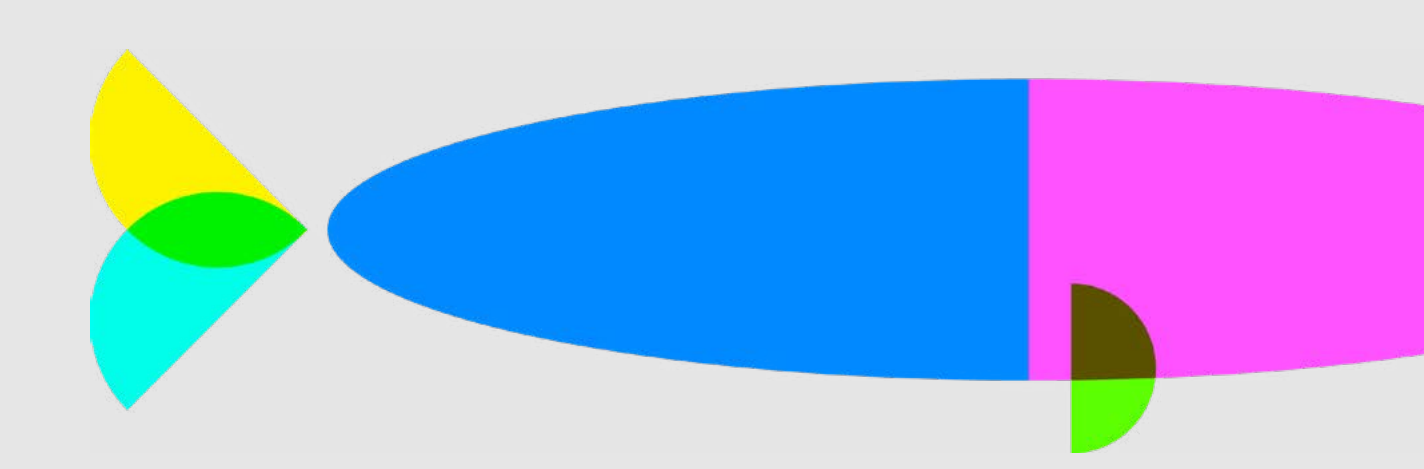
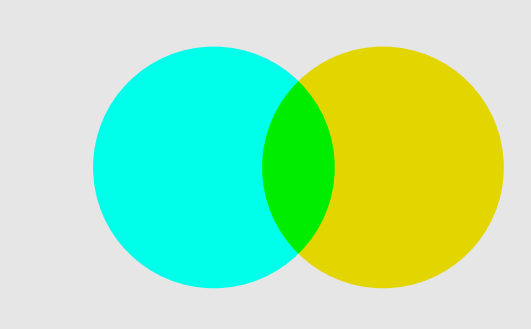
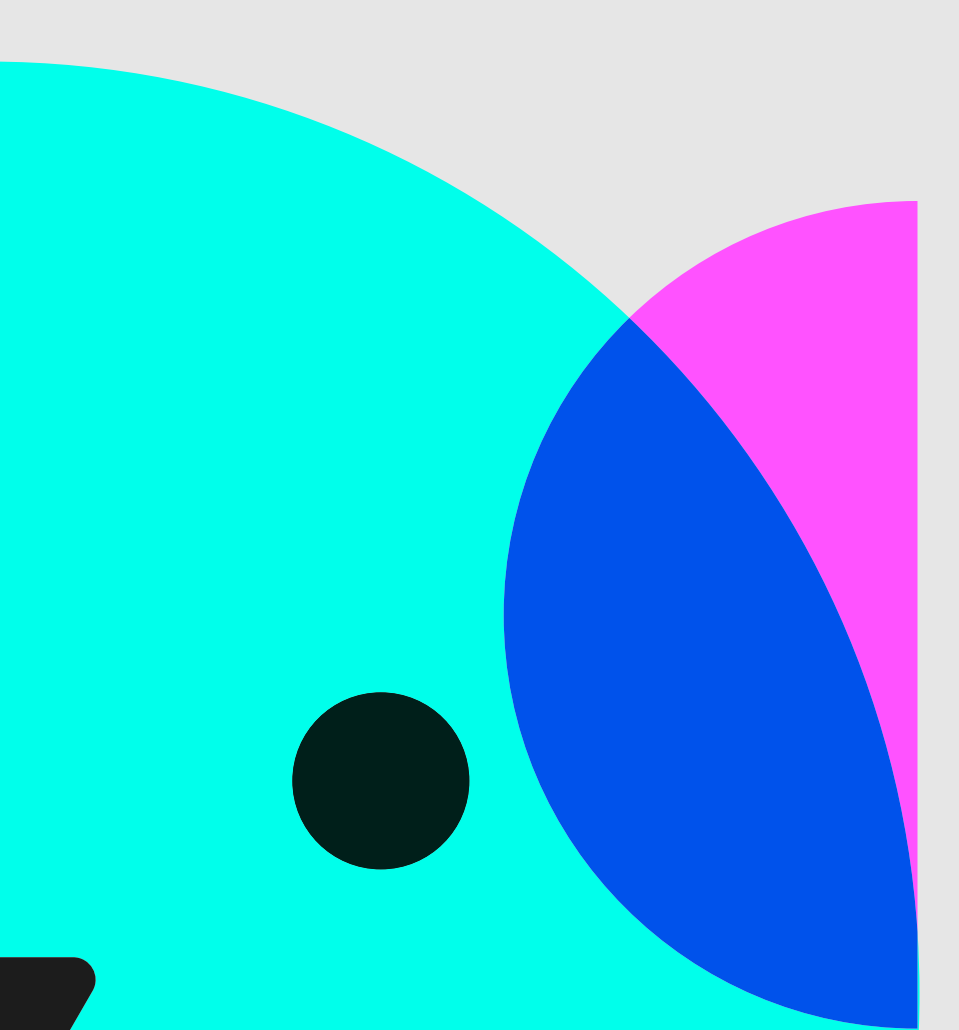
21st international trade show for pet food and pet care

ZOOMARK

BolognaFiere, Italy

5—7 May 2025


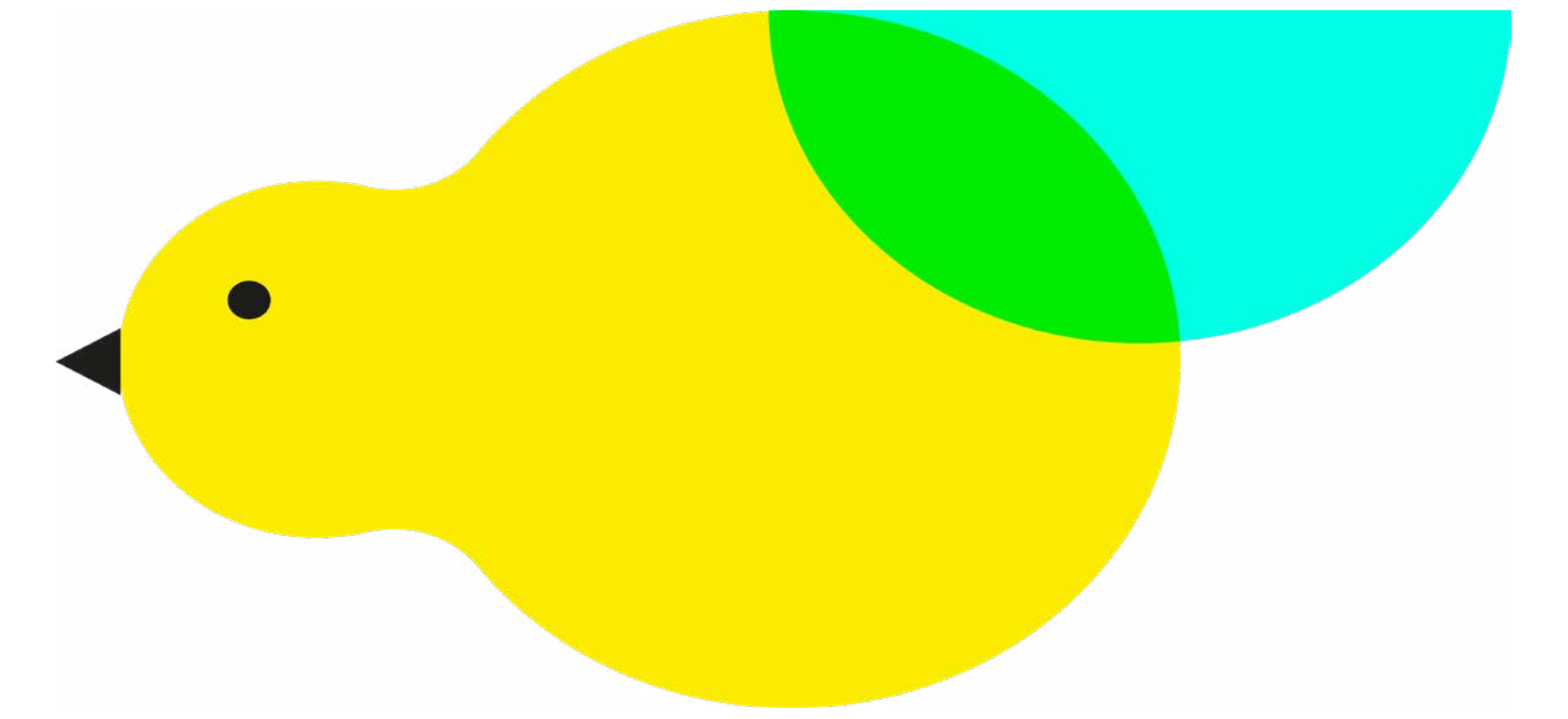
**Bigger
and bolder**



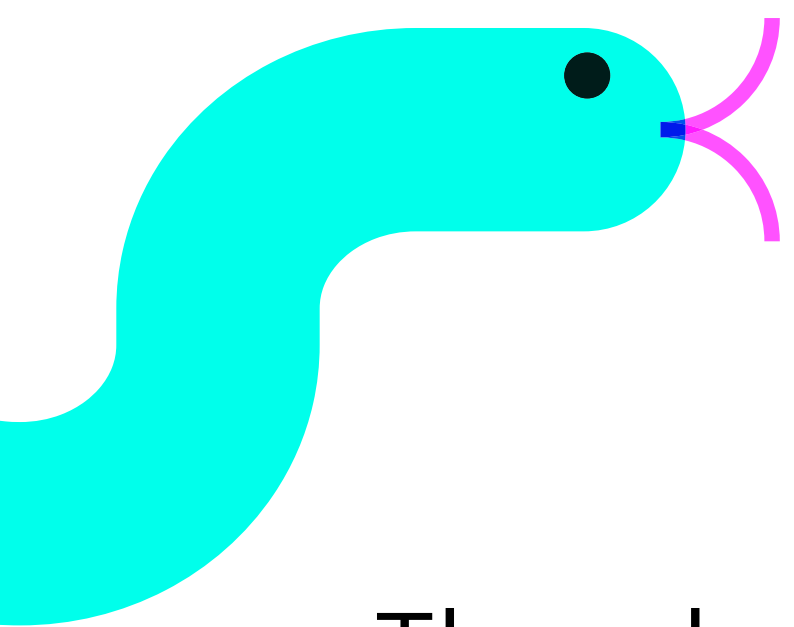
an event by



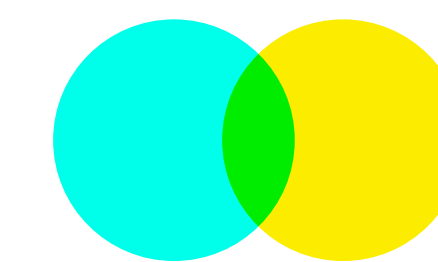




Zoomark is a Europe's leading international meeting place for pet industry manufacturers and distributors, a high-profile event that is **ideal for building new relationships, catching up with the latest news and engaging with the entire pet business community.**



The show is the perfect opportunity to gather **inspiration** and forge **connections** capable of boosting a **vibrant market** that is rapidly expanding all over the world, and that serves discerning customers who care deeply about pet welfare and environmental and social



sustainability. The pet industry responds to this demand with a multi-faceted range of innovative, **advanced solutions** that fulfil pets' well-being needs and nurture the ever-closer bond between humans and animals.

The entire industry in one place

Zoomark is an effective **business** and **knowledge** platform which attracts all the players in the production and distribution chain and stimulates the **dialogue** among professionals and the industry growth.



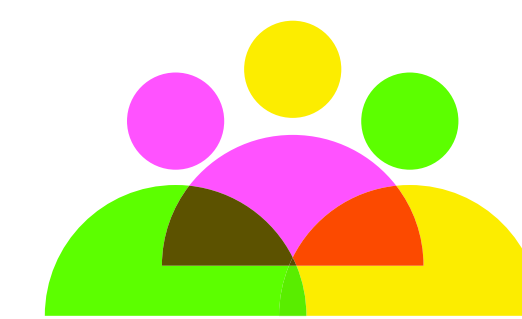


The exhibitors

Manufacturers and suppliers of pet food, accessories, hygiene and care products; suppliers of raw materials, machinery, packaging, services and technology.

The visitors

Independent pet shop retailers and managers of pet shop chains, groomers, veterinarians, breeders, managers of garden centres, farm supplies and DIY stores, buyers from the mass market and e-commerce platforms, wholesalers, distributors, importers, exporters, consultants and journalists.



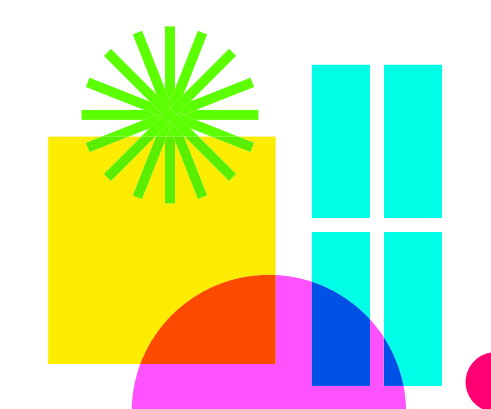
27,950

Visitors from 120 Countries



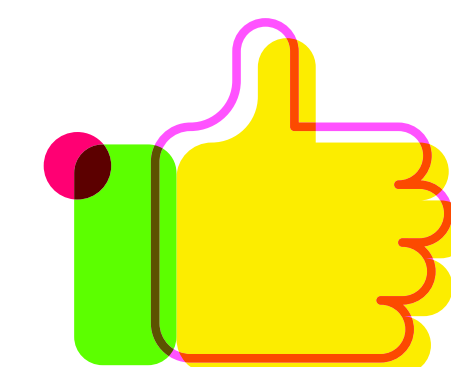
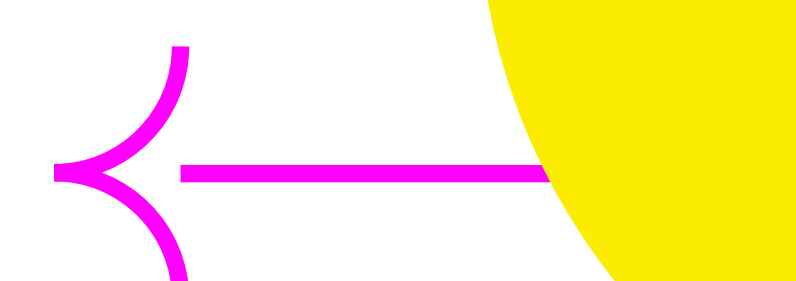
1,060

Exhibitors from 57 Countries



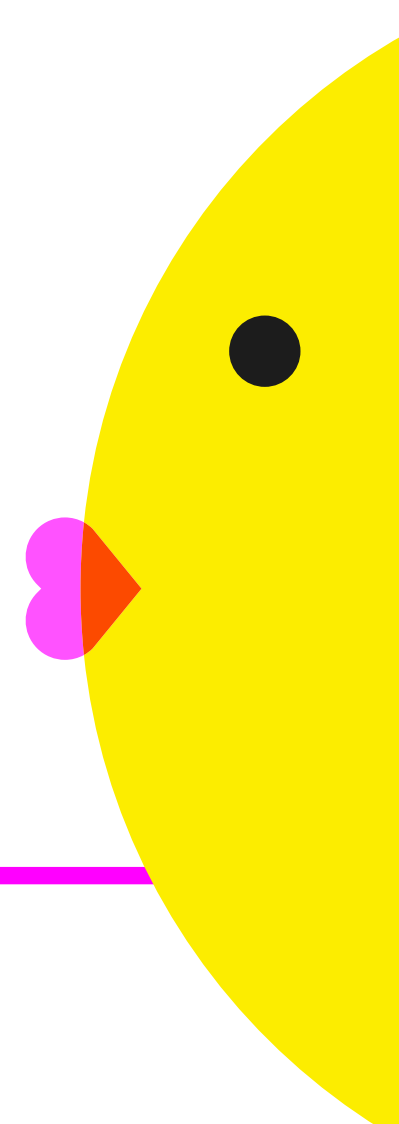
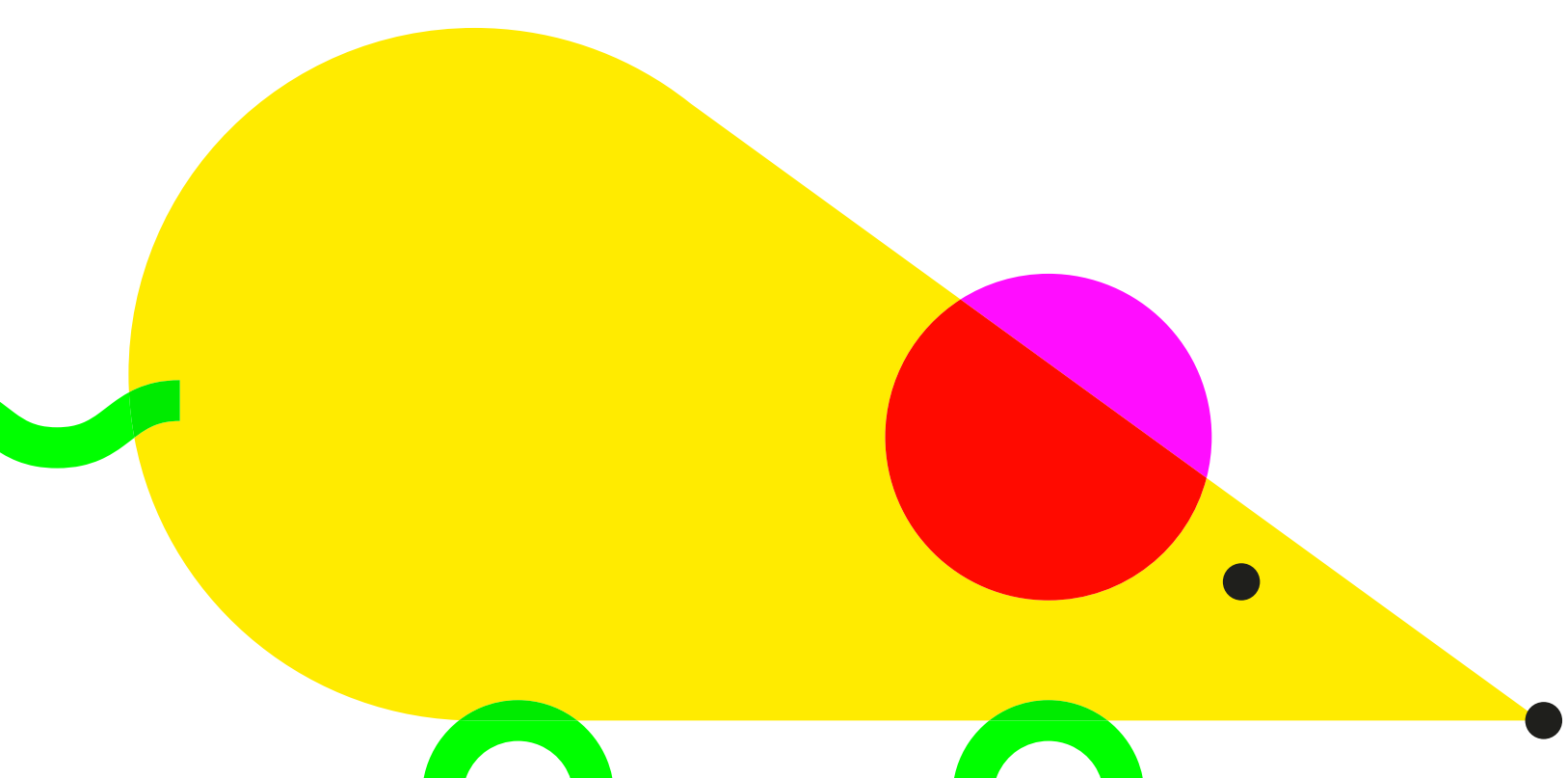
1,200

New product launches



95%

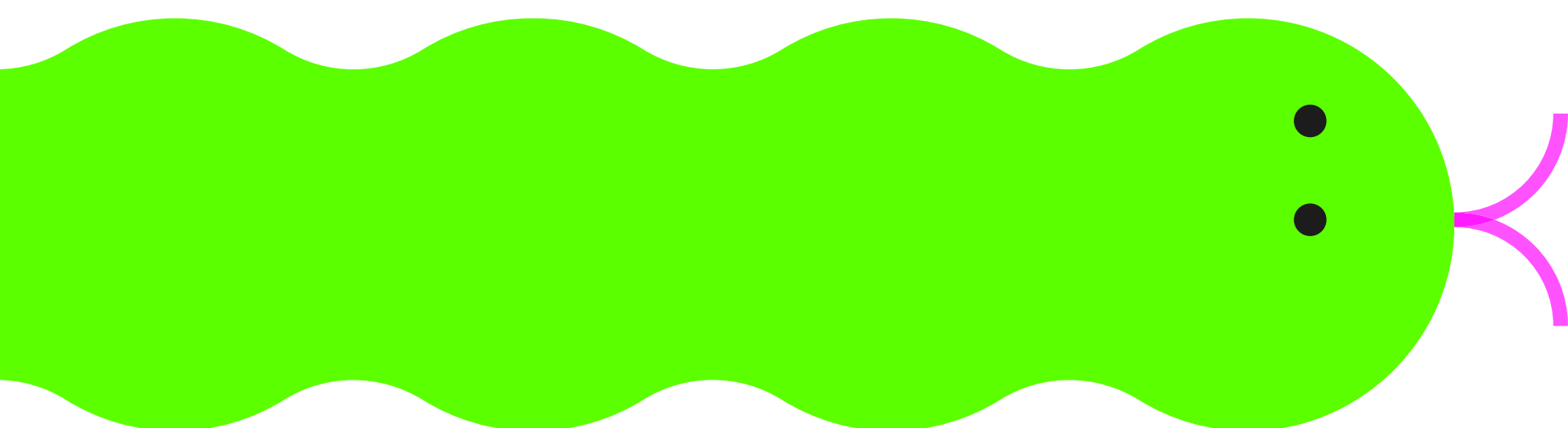
Satisfied exhibitors



Zoomark's mission? **Pet Vision**

From specifically formulated foods to life-enhancing accessories, wellness products and high-tech equipment, the industry's most pioneering, **next-generation** products and services are showcased in the Pet Vision area, the heart and soul of Zoomark.

The area devoted to the latest **innovations** explores market **trends** and **future directions**, offering insights that will help industry professionals face the market more confidently and more competently, and which provide fresh **inspiration** for business activities.



2.0 > 3.0 > 4.0. What's next? **Next 5.0!**

Next 5.0 is the area devoted to **innovation** and **new technology**. A hub for **young companies** entering the pet market for the first time, producers of high-tech solutions, business **incubators** and **accelerators** from all over the world, which are developing new ways of interpreting and responding to market **stimuli**.

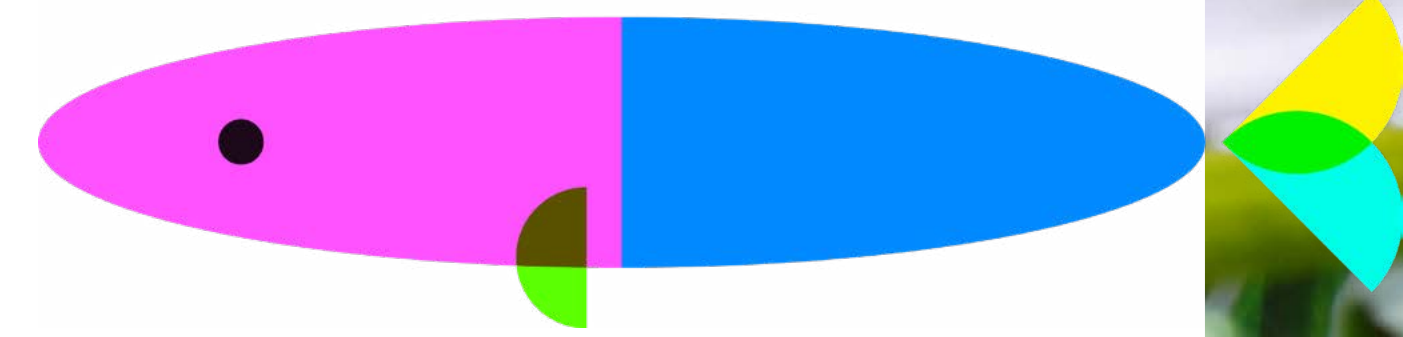


Factory from concept to product

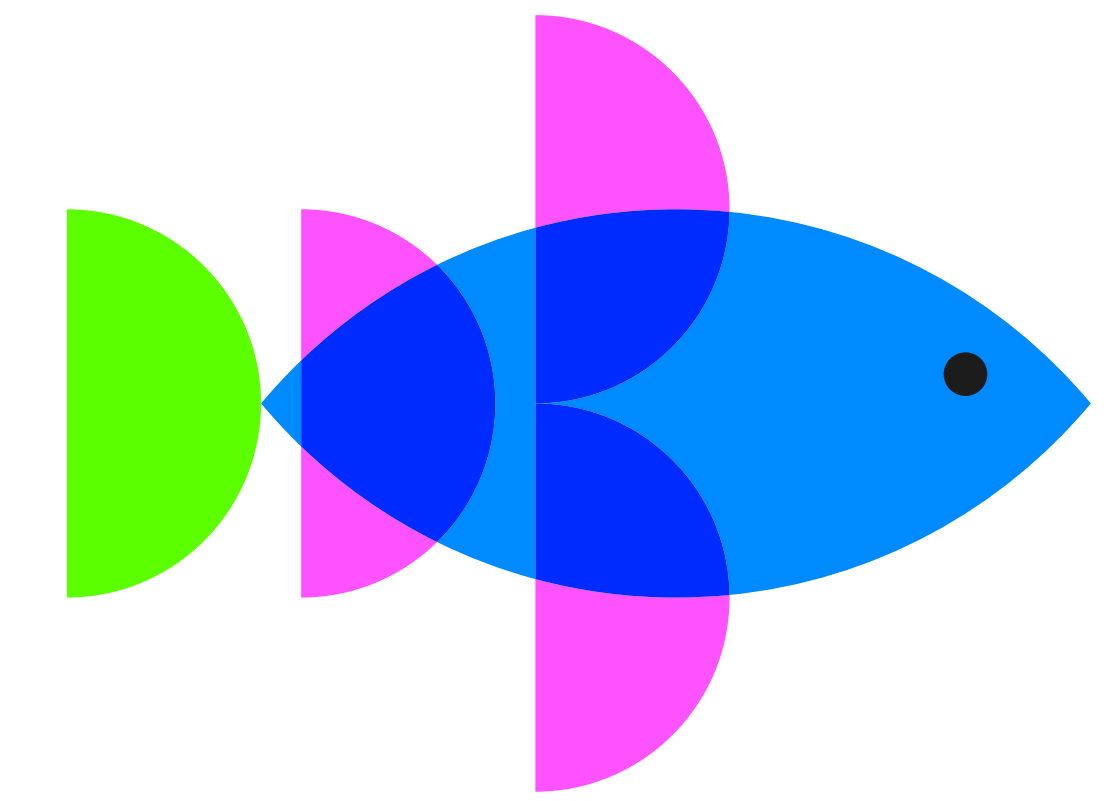
Factory is the space reserved for all the companies involved in the **supply chain**: suppliers of **raw materials** and semi-finished products, **machinery, packaging, industry services** and distribution. It completes what's on offer and multiplies business opportunities for the industry.

The shapes of water at Aqua Project

Aqua Project is the area dedicated to the **aquarium** and **terrarium** industry, and the companies themselves are actively involved in creating a special **display area** and developing activities for industry professionals: **seminars, meetings** and **showcases**.



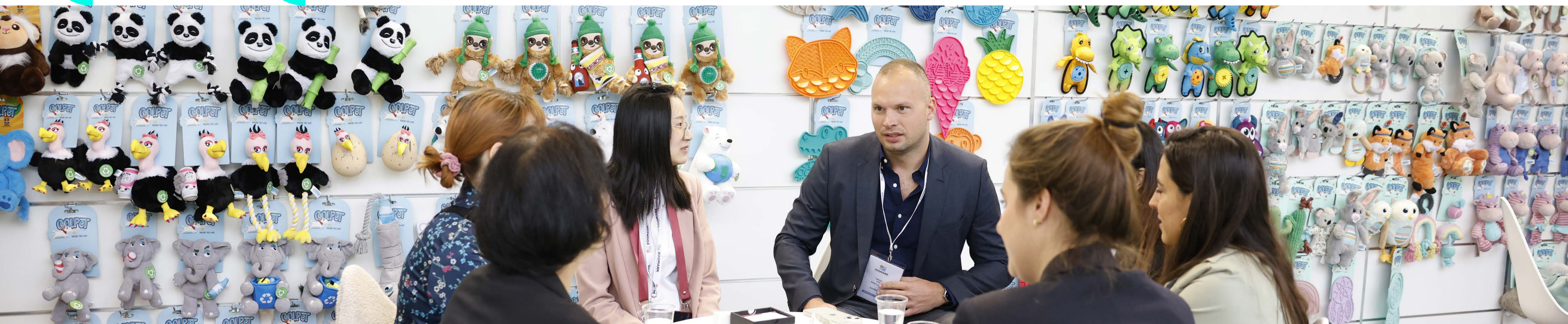
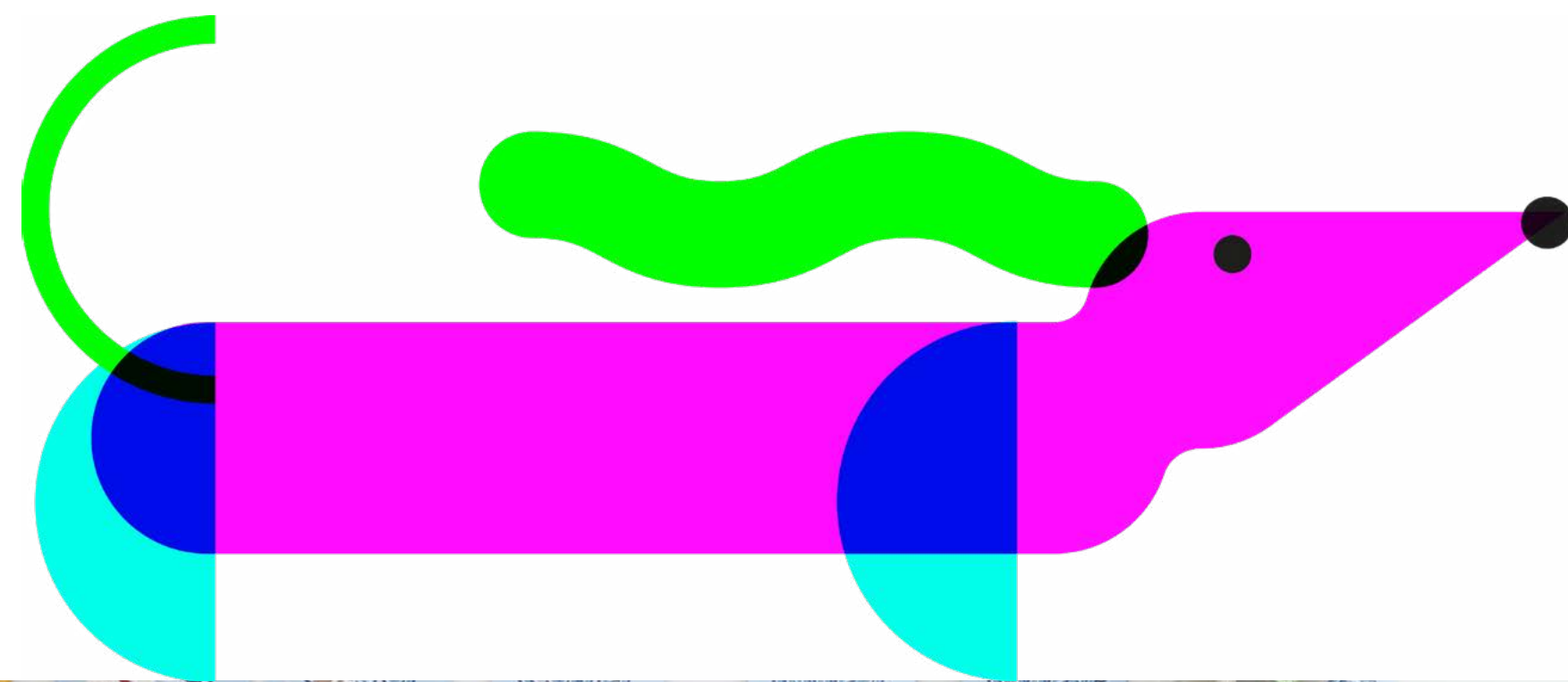
A hub for meeting and growth



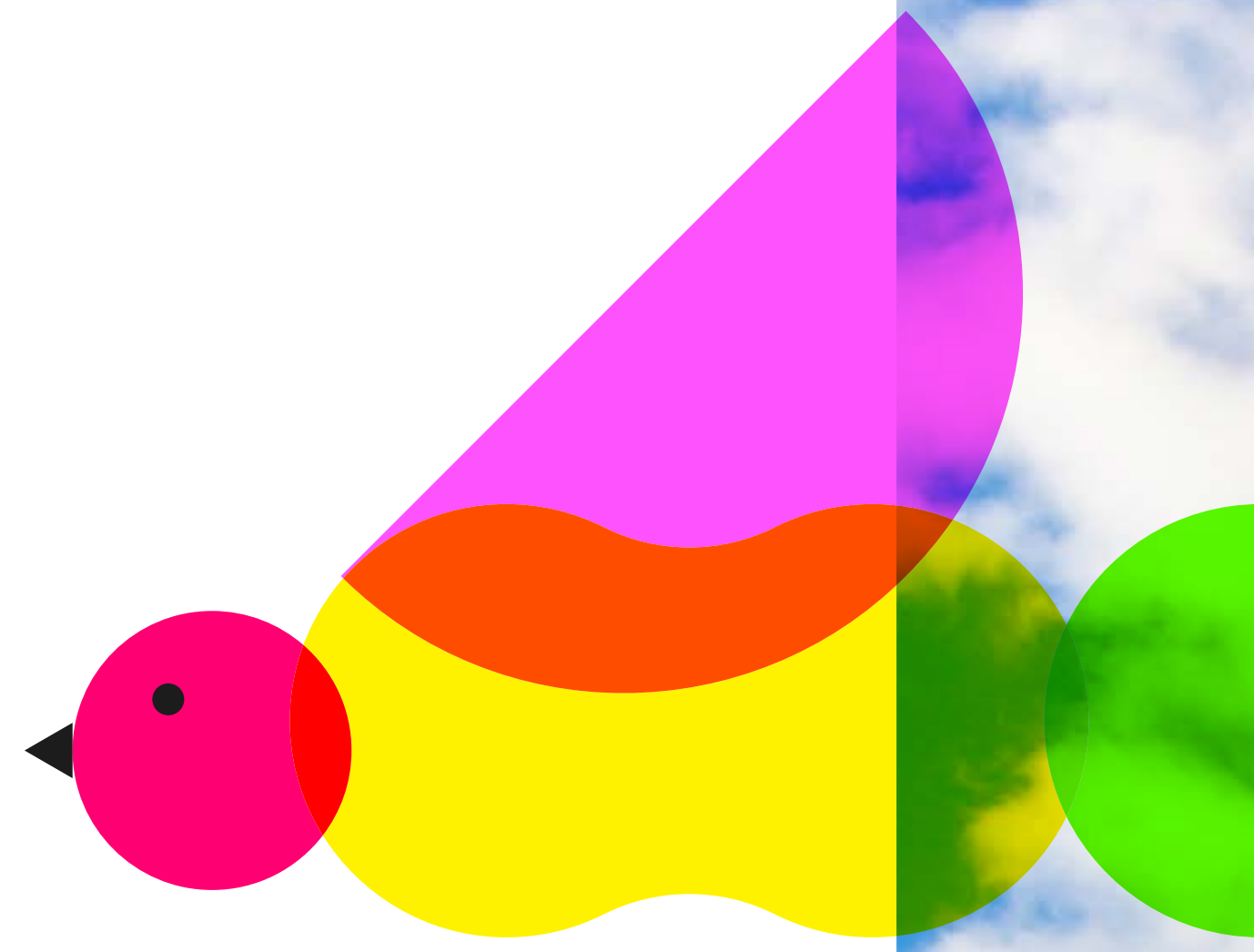
Knowledge, dialogue and insight are the driving forces of commerce and the factors that turn a trade show into a powerful meeting place where to discover new ideas, be **inspired** and catch new opportunities.

Zoomark's packed programme of lectures and seminars delivers a vast array of **opportunities** in terms of continuing **education** and gaining knowledge on current issues, the market, distribution, **marketing** and communication **strategies** and professional **development**.

The round-table discussions, the events hosted on the stands and the debates are a chance to meet new business partners and tap into new ideas.



Much more than just a show



Zoomark is much more than a product showcase. It's somewhere to **meet** clients and friends, somewhere new **alliances** can be made and new partners can be encountered, in a welcoming, engaging environment. It's also a chance to **explore** the city of **Bologna** and the surrounding area, experience its cultural attractions, and enjoy its world-class cuisine.



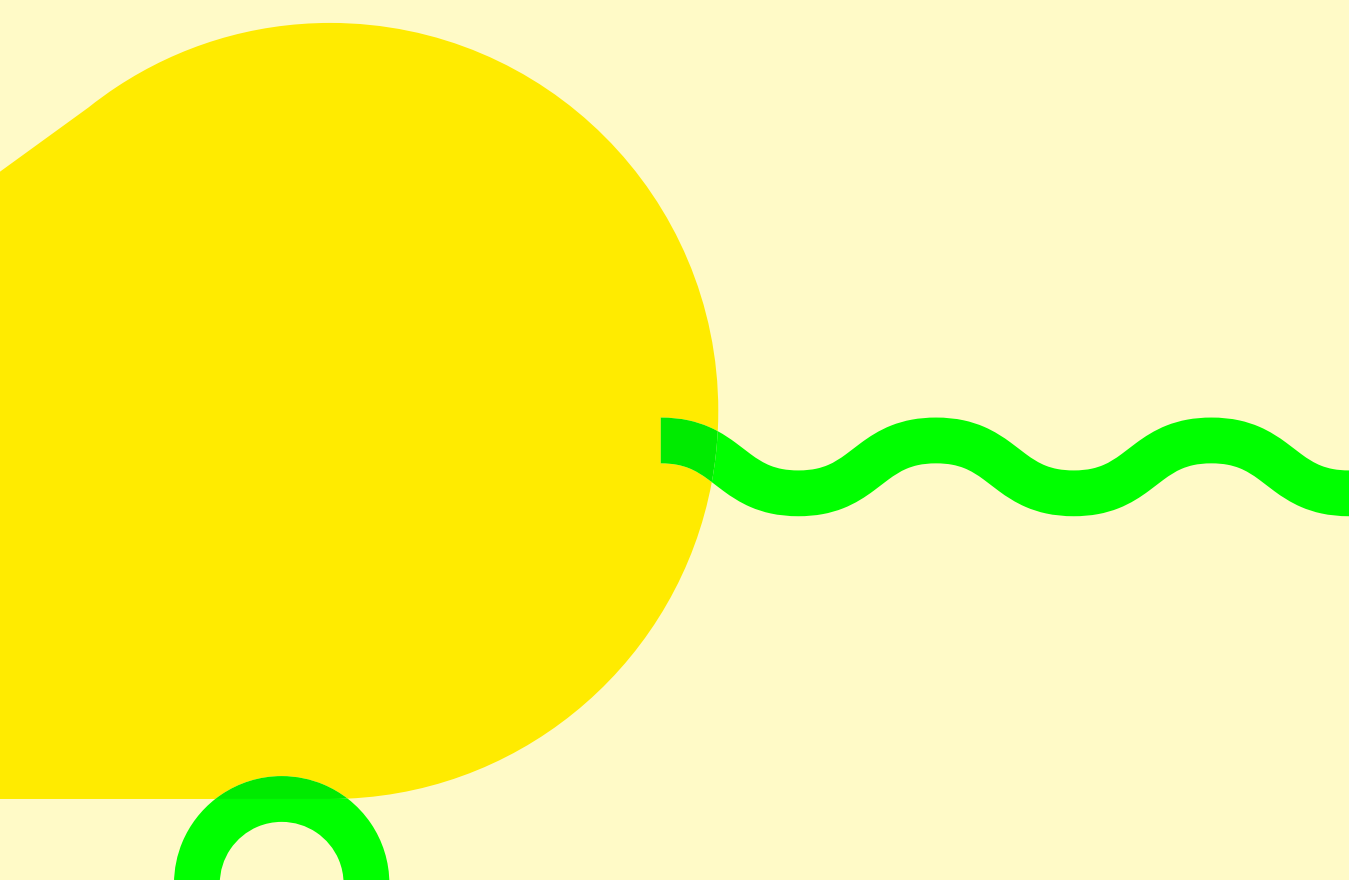
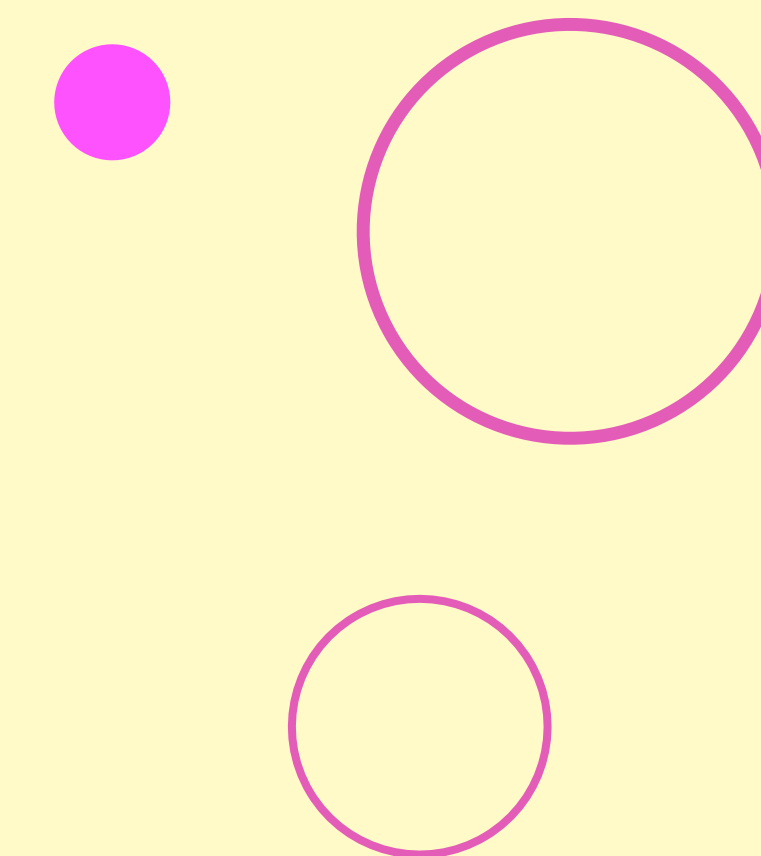
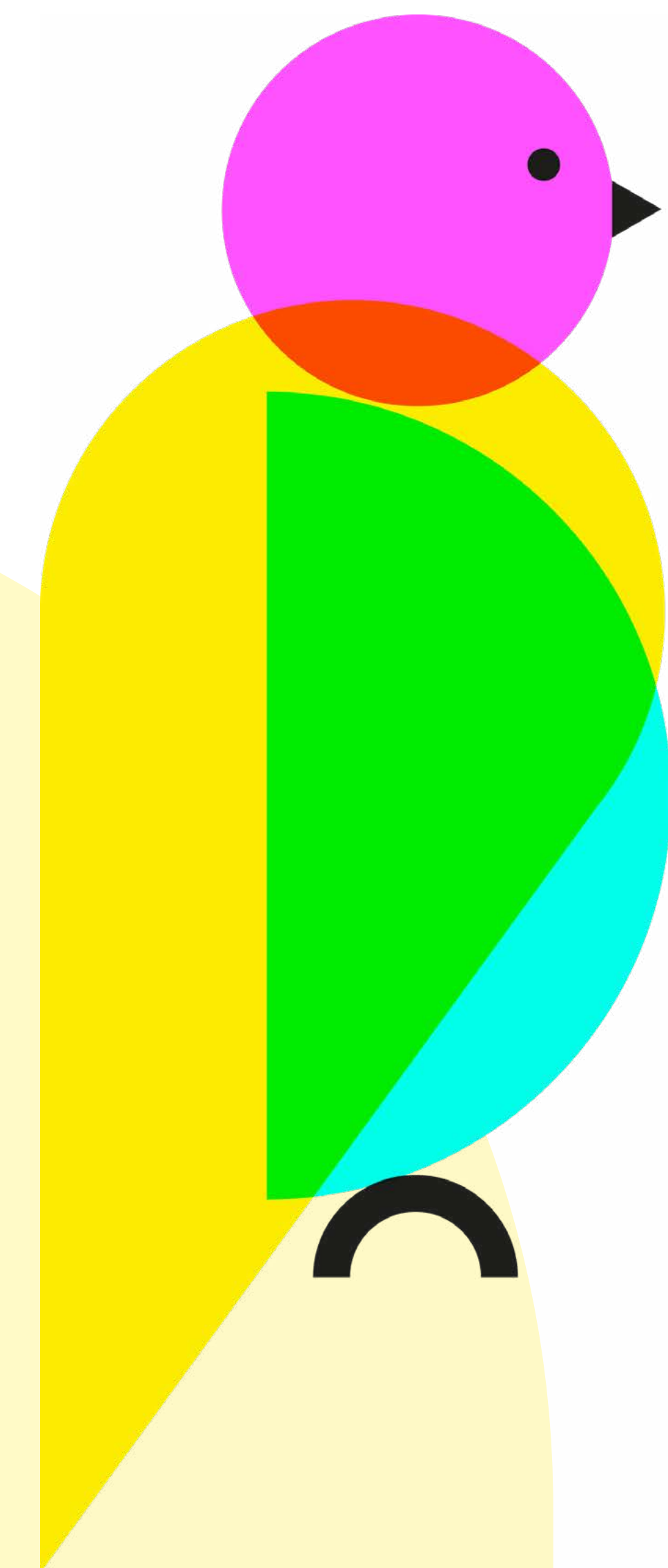


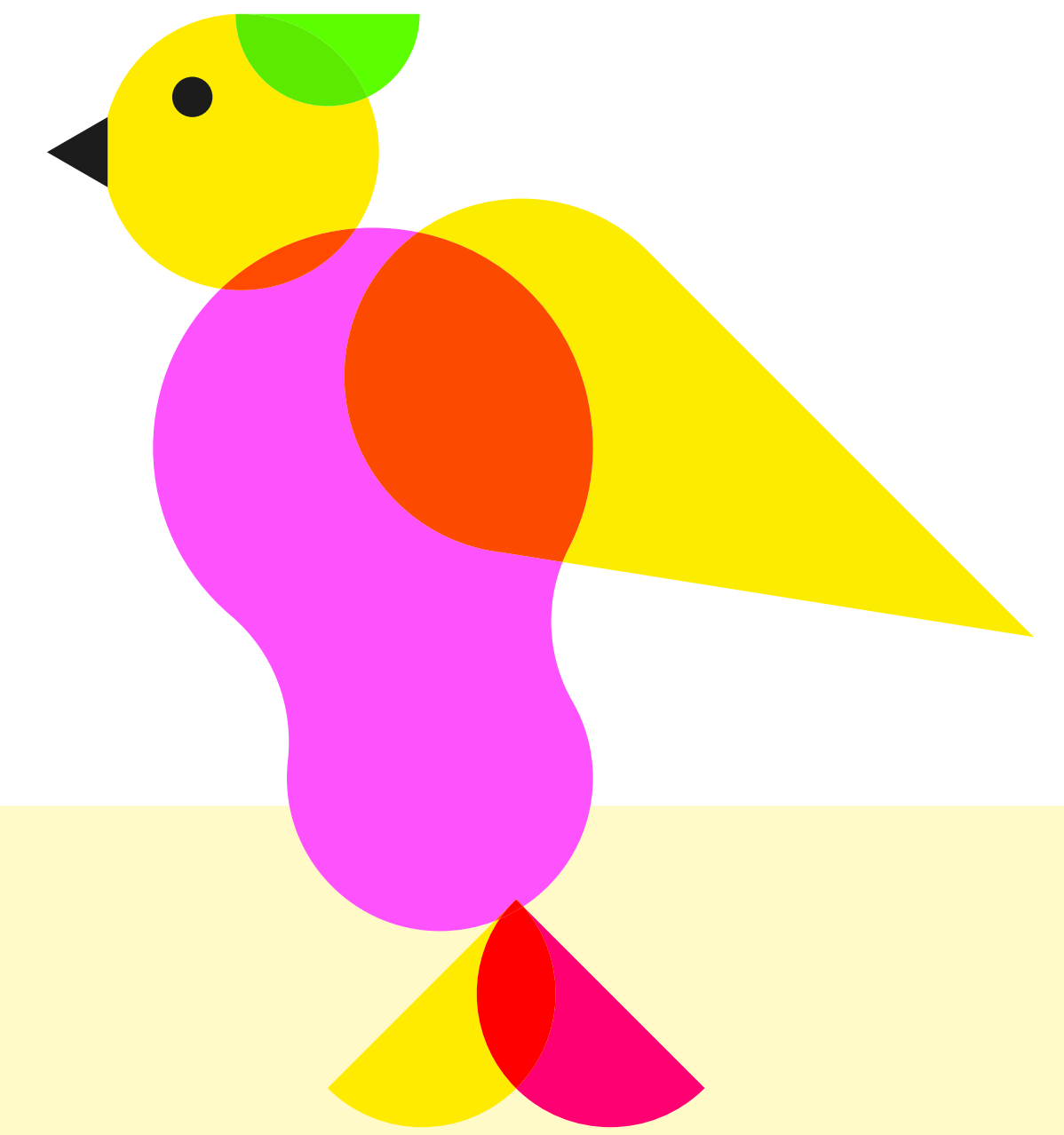
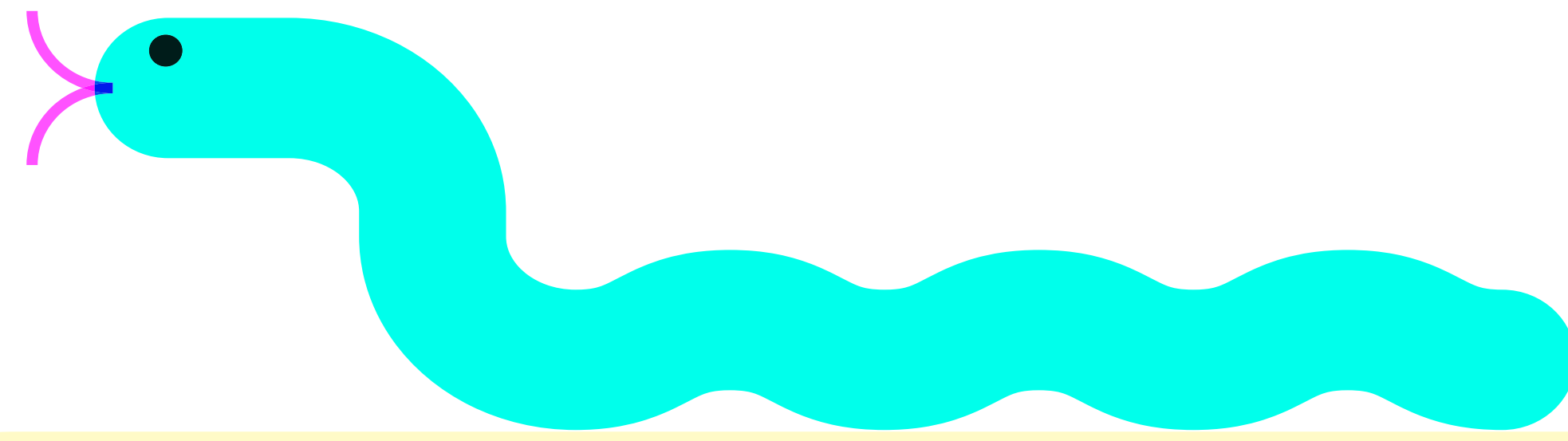
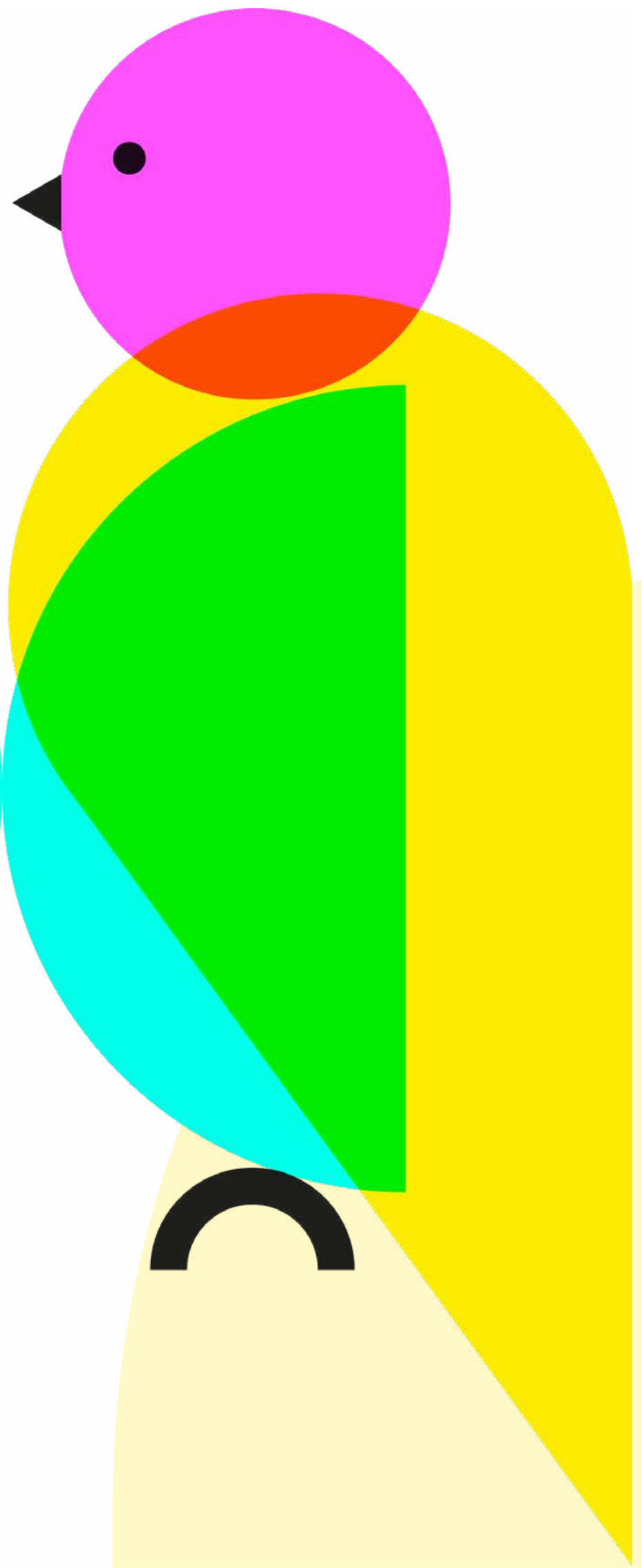
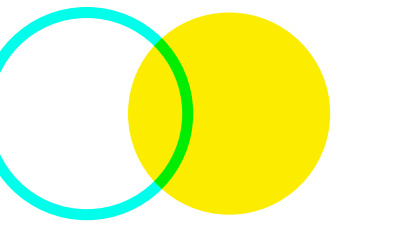
Why you can't miss out...

besides the fact that it's in Italy!

As an exhibitor

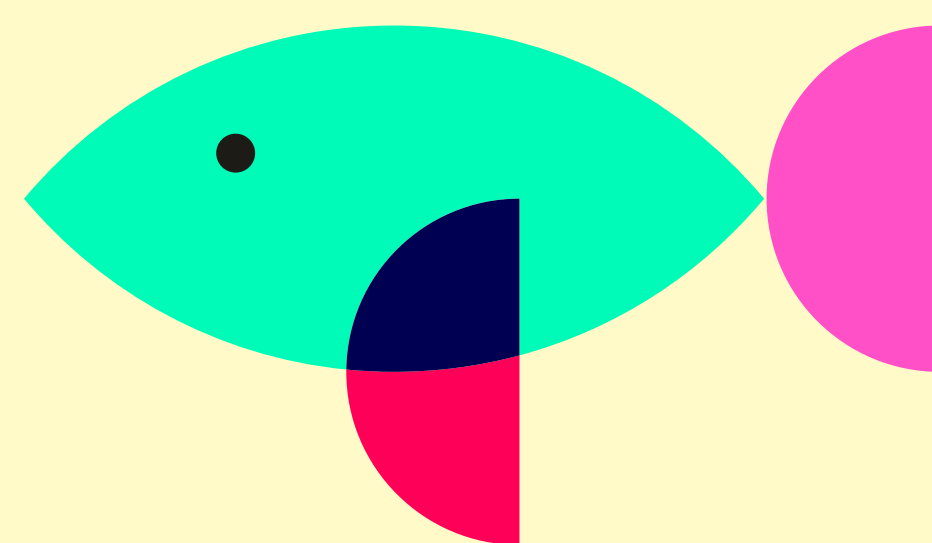
- High-level buyers from all over the world
- Great media visibility
- An extensive array of marketing tools
- Traditional and unconventional sponsorship opportunities
- The opportunity to take part in Pet Vision, the heart of the show
- Creation of special events
- Distribution of materials in the Press Room
- Complimentary tickets and VIP cards for customers
- Hotels and travel at promotional rates

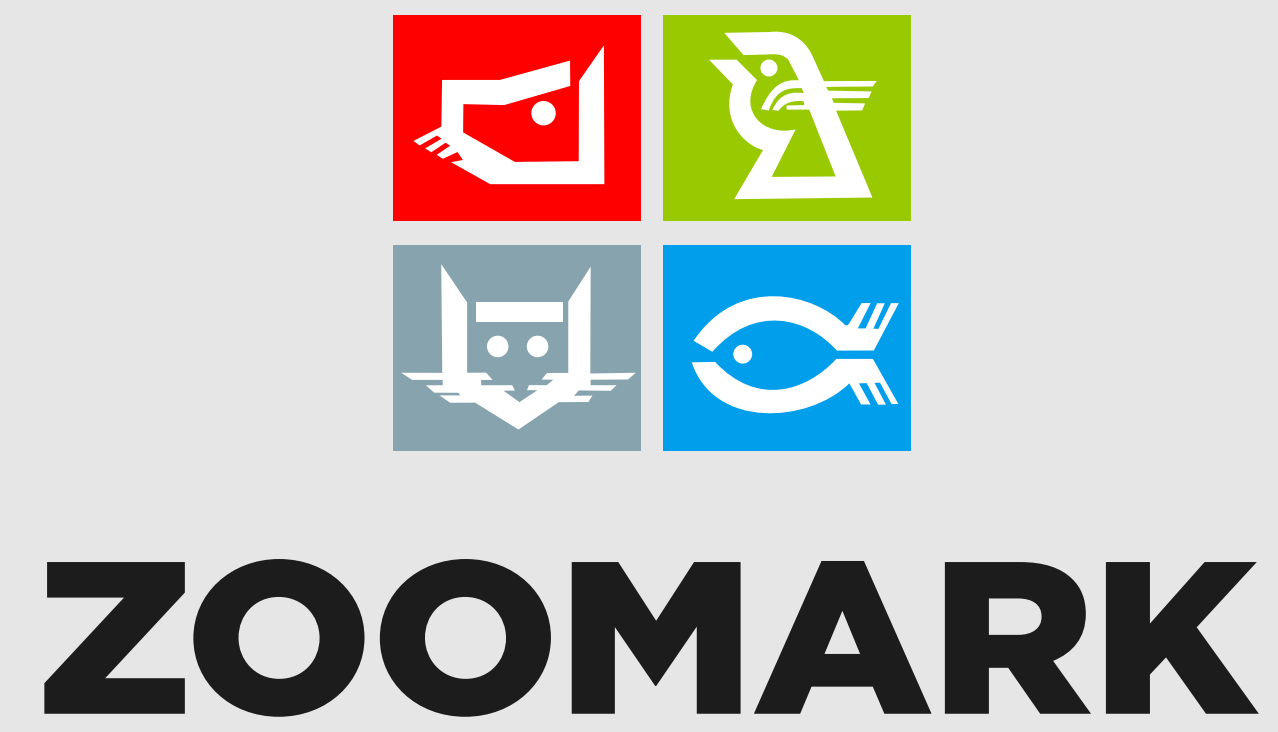




As a visitor

- The world's top manufacturing and distribution companies
- A packed schedule of free lectures and seminars
- Opportunities to meet and talk with professionals and experts
- Themed events
- New trends
- Demonstrations and events on the stands
- Hands-on activities in the show
- Hotels and travel at promotional rates



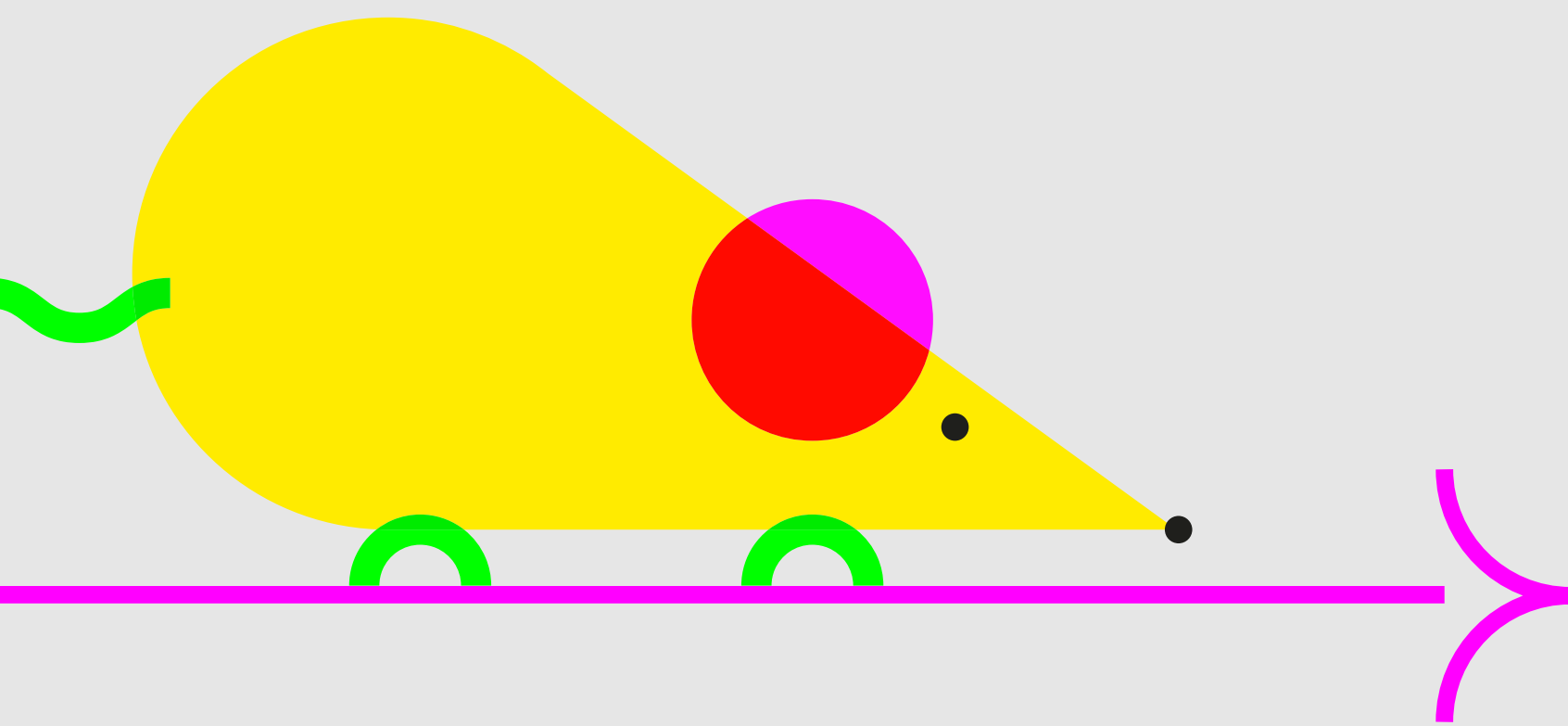


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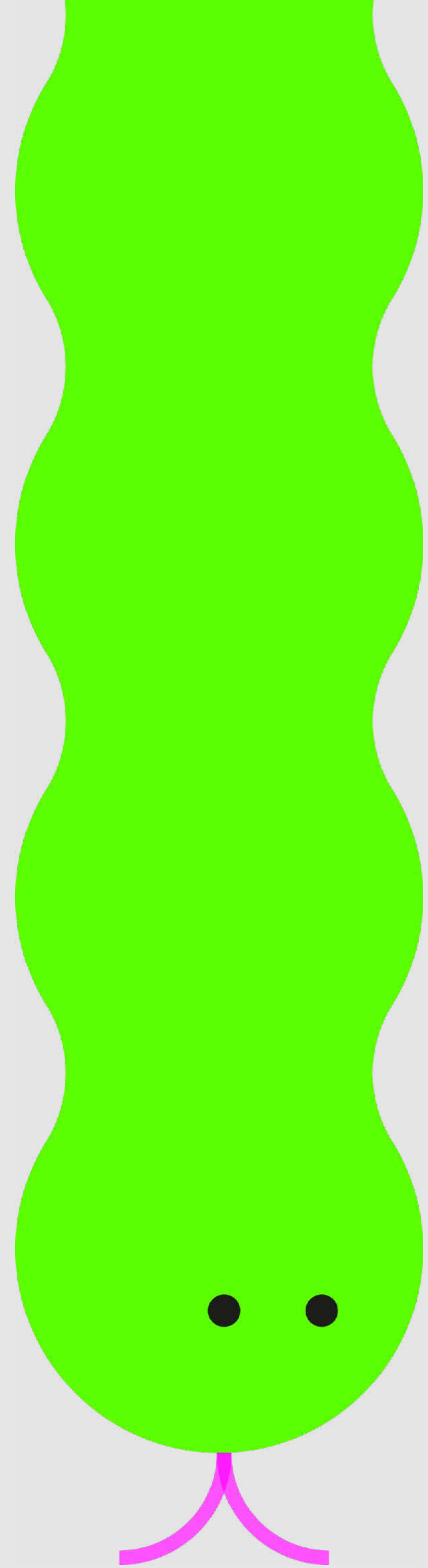
Certified Trade Fair



With the patronage of



See you at Zoomark 2025



For information on how to exhibit
exhibitor@zoomark.it

For information on visiting the show
visitor@zoomark.it

an event by

