

An event by:



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BOLOGNAFIERE-ITALY

**ZOOMARK 2022**  
INTERNATIONAL

## **ZOOMARK INTERNATIONAL TO BE HELD FROM 10 TO 12 NOVEMBER**

### **THE PET INDUSTRY RETURNS IN PERSON TO BOLOGNAFIERE**

See you at Zoomark International 2021: the event will be held in person, in Bolognafiere on 10, 11 and 12 November. With all the necessary health and safety guarantees in place, the show will go on. What's more, it will be "in person", as we now say, based on a careful assessment of the situation, likely developments from now to next winter, and the welcome prospect of vaccination coverage. It is a decision that sends a strong, responsible message to the international pet industry community, which is eager to get together, to have a chance to look to and construct the future and capitalise on the new habits that have formed in this difficult yet extraordinarily significant year.

**News of the show going ahead has been enthusiastically received by exhibitors, with many already confirming their attendance, highlighting the importance of this event for the industry, a key opportunity to network and do business in person in 2021.**

As well as a host of international exhibitors, Zoomark International 2021 will present its **New Products** area with the addition of a **New Trends area**, showcasing technological innovations and products that throw the focus on sustainability and the circular economy, now rapidly expanding in the pet industry too. In parallel to the in-person event, Zoomark International is also developing a synergistic digital platform to boost the reach of its exhibitors. This will be a resource for those planning a visit to the event, and will crucially enable industry professionals from further afield – for whom travel may prove complicated - to nonetheless take part in the Bologna event.

The organizers have opted for a return to the original odd-year schedule of Zoomark International, following the entirely unprecedented events of the past 12 months, which have also changed people's relationship with their pets - now an increasingly important part of our world and our everyday lives, and not just when it comes to family life, but also in terms of working from home. This year's event promises to be particularly interesting: pet companies have been working on products and solutions to fulfil the needs emerging, and it is time to make the most of this chance to come together and channel it into creating value: the opportunity to interact without being filtered by a screen, listen to other voices and tap into the buzz that is a vital part of doing business, and which only direct contact can offer.

Zoomark International will offer everything its exhibitors and visitors are already familiar with, plus all of this. The Organizers and BolognaFiere are working on a structured project enriched by new activities that turn the trade show into an event which aspires to launch a new way of meeting and doing business, where the key factor of face-to-face engagement is integrated and complemented by the added value of synergistic remote interaction.

Underpinning this is a framework of international partnerships forged on the basis of common needs and strengthened by experience, which puts Zoomark International on the map more than ever before, as the major event held in odd years in Europe. This year will see it taking the expertise and quality of the global pet industry beyond borders, and raising its profile on the international markets thanks to strategic alliances and in-person and online meetings.

So it's back to BolognaFiere, with apologies for the delay. We know that the new-format event will make up for it, and we look forward to releasing the first advance details in a few weeks' time, with an original blend of online and offline pre-show activities.

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