

An event by:



10.11 > 12.11 2021
BOLOGNAFIERE - ITALY

ZOOMARK 2021
INTERNATIONAL

THE ZOOMARK INTERNATIONAL WEBINARS: GROWTH AFTER THE PANDEMIC THE EXPERTS' VISIONS, THE COMPANIES' SOLUTIONS

20 April sees the first in a series of meetings hosted by Zoomark International in partnership with the pet industry's leading trade magazines, as part of the run up to the in-person event at BolognaFiere from 10 to 12 November

What new developments can we expect to see in the pet market in the coming months? Which of the solutions and habits that helped us get through the pandemic year are here to stay?

Zoomark International – now stepping up preparations for the show **scheduled from 10 to 12 November** in BolognaFiere, the only international event in Europe to be held in person in 2021 - is engaging with key players in the industry to get the conversation started. The meetings will be held in webinar form, the only avenue open at the present time, as the vaccination campaign continues.

These genuine roundtable discussions are being planned and staged in collaboration with the Italian main trade magazines, valued allies who bring the pet industry together and keep it up to date.

All of the meetings in the programme designed by the organizers of Zoomark International address a number of common themes, including organizational issues and the aim of identifying solutions to grow business post-pandemic. Each webinar will be hosted by one of our media partners, with whom the chosen experts and leading business figures will discuss the given topic. All webinars will be in Italian.

The fast-paced discussions, lasting a maximum of one and a half hours, will be streamed live, and the recordings will be made available online for those unable to attend.

The first one is scheduled for **Tuesday 20 April**, on the topic of "**Digitization and innovation**" with Zoomark International's media partner the magazine Pet Trend. After the welcome greeting from *Gianpiero Calzolari* (President of BolognaFiere spa), the event will be moderated by *Fabrizio Vallari* (marketing expert, journalist and lecturer on marketing & communication) and feature the expert *Silvia Bosio* (digital consultant and e-commerce specialist) and, together with *Gianmarco Ferrari* (President of ASSALCO), *Marco Angelini* (Key Account Manager Italy of Camon spa), *Aldo Rossi* (Marketing & Sales manager of Dorado srl) and *Alessio Costa* (General Manager of Rebo srl).

"**Specialized retail after the pandemic**" will be the theme of the second webinar in the series, scheduled for **Tuesday 18 May**. Pet B2B magazine will be the media partner, and editor *Davide Bartesaghi* will conduct the meeting – introduced by the welcome greeting of *Antonio Bruzzone* (General director of BolognaFiere spa) – between the experts *Gianmarco Ferrari* (President of ASSALCO), *Luciano Fassa* (General Manager of Monge & C. spa), *Vito Bolognese* (Director of Pet Village srl), *Dan Franco* (President of Rinaldo Franco spa) and *Francesco Ianora* (General Manager of Wonderfood spa).

The series of meetings before the summer break will be rounded off on **Thursday 8 July** with a discussion on "**How communication has changed in the pet industry in the last year**". With media partner Zampotta Pet Business, and moderated by editor *Cristina Mandaglio*, the discussion will start with the welcome greeting of *Antonio Bruzzone* (General director of BolognaFiere spa) and involve *Filippo Giunti* (advertising strategist), *Nicola Benincasa* (expert in sales techniques) along with pet industry professionals *Fabio Bernini* (General Manager of Befood srl), *Mirco Aringhieri* (Owner of Iv San Bernard srl) and *Federico Carraro* (Sales Manager of Sicce Italia srl).

The webinars are in Italian, free and open to all those who work in the industry. Registration is required to receive the link to attend each event.

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