ZOOMARK

22nd international trade show for pet food and pet care

an event by Bologna Fiere COSMOPROF

11—13 May 2027
Bologna

connecting minds

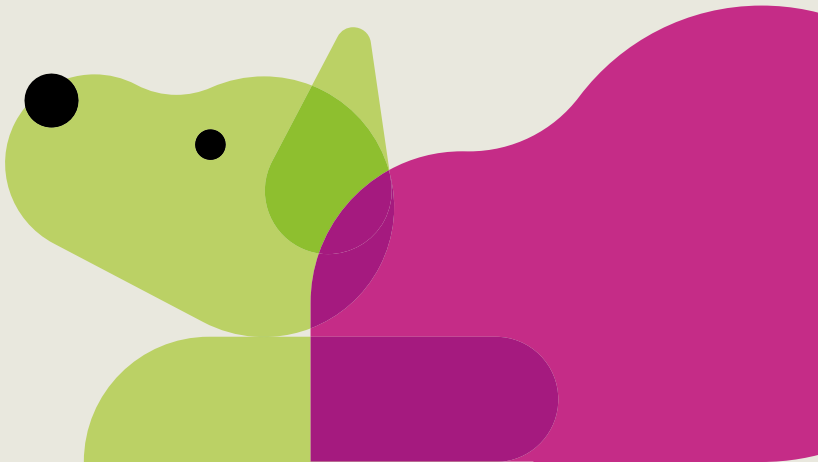
shaping futures

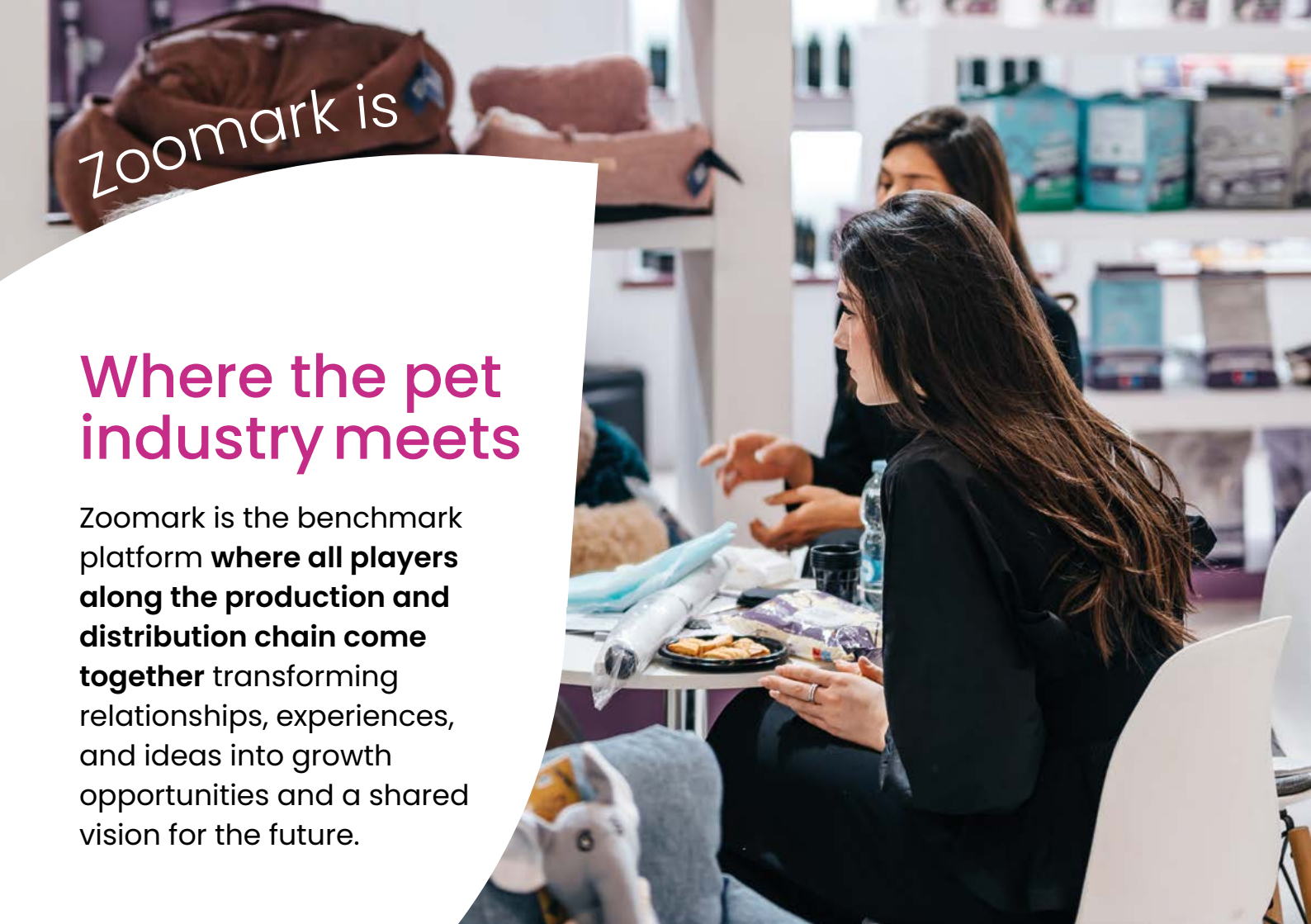




Zoomark is the 2027 Europe's leading international pet food and pet care trade show, **a vibrant hub** where ideas, experiences, and innovations meet to **shape the future of the industry.**

The perfect place to **create connections, find inspiration, and share visions** with the global pet business community in a dynamic market increasingly focused on animal welfare, sustainability, and innovation.





Where the pet industry meets

Zoomark is the benchmark platform **where all players along the production and distribution chain come together** transforming relationships, experiences, and ideas into growth opportunities and a shared vision for the future.

The exhibitors

Manufacturers and suppliers of food, accessories, hygiene, care, and health products for pets, as well as raw materials, machinery, packaging, services, and hi-tech solutions.

The visitors

Independent retailers, chain stores managers, groomers, veterinarians, breeders, buyers from large-scale retail and e-commerce, wholesalers, distributors, importers, exporters, consultants, and journalists.

Zoomark 2027 in numbers

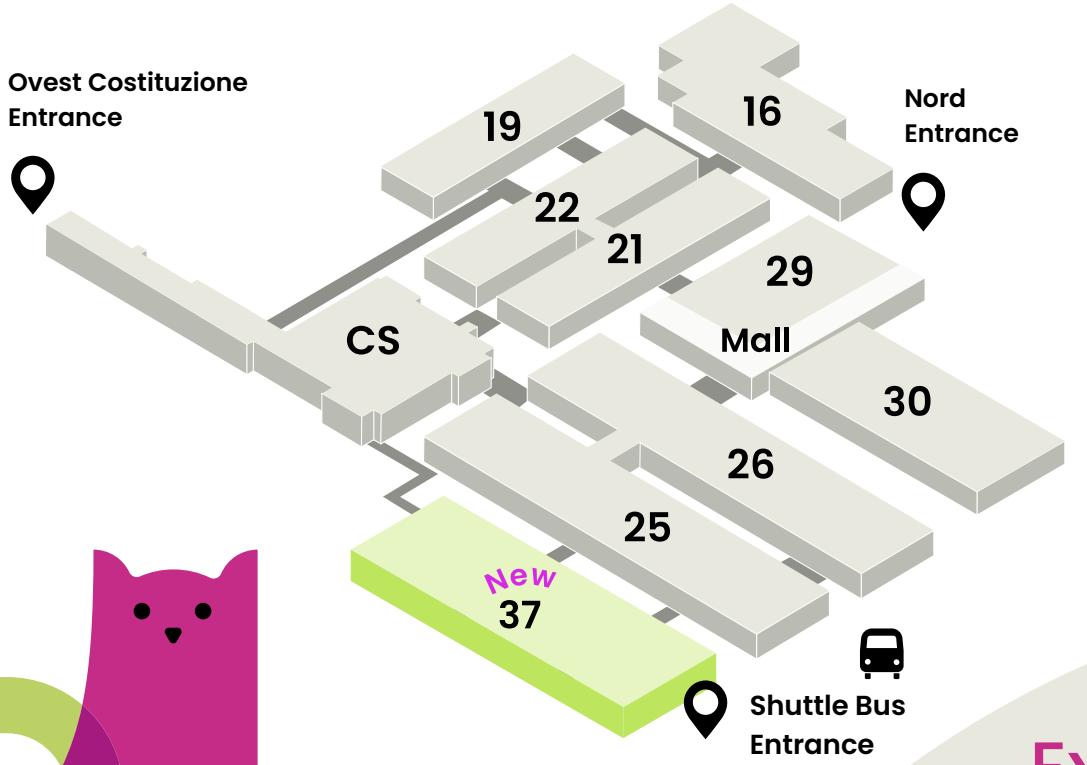
33,000
Visitors

1,500
Exhibitors

90,000
Sqm exhibition surface

80+
Events

Exhibition Layout





Spanning **90,000 square meters** within the **modern and bright halls of BolognaFiere**, the show offers a functional, welcoming, and visually striking environment.
Navigating is easy, thanks to **thematic routes** that cut across all product categories and guide visitors according to their specific interests.

Zoomark is

Aqua Project

The area dedicated
to the aquarium
and terrarium industry



Spaces that inspire

At Zoomark, every aspect of the industry takes center stage. **Dedicated areas and special projects create spaces for networking and inspiration** multiplying connections and opening new perspectives on the market.



Atelier

The excellence in pet
fashion, design and beauty

Beyond

The future
of pet aftercare



Factory

Where the pet industry meets the supply chain



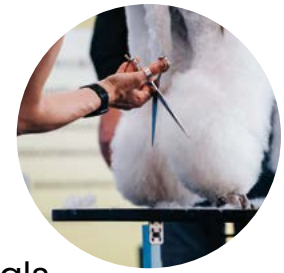


Next 5.0

The hub for start-ups, innovation and high-tech

Pawfect!

A new world for grooming and pet wellbeing professionals





Pet Vision

Showcasing market and future trends

Zoomark is



Events that enrich

More than a trade show — a laboratory of ideas and inspiration. A full program of conferences, seminars, and special events offers unique **opportunities to explore market strategies, discover innovations, and gain fresh insights**. Across the halls, dedicated stages become vibrant meeting points — places to learn, connect, and explore new perspectives.

Programs that connect

The International Buyers Program offers **top global buyers** a tailored experience at the show, with direct access to exhibitors and exclusive business opportunities.
This program creates strategic connections between supply and demand, enriching the market and generating new paths for growth.



Zoomark is



Places that welcome

Zoomark is more than an exhibition. It's a place to connect, share, and grow. Meet clients and partners, strengthen alliances, and make new ones in an **engaging and welcoming environment**.
After the show, the city of Bologna embraces you with its timeless charm — historic squares, iconic porticoes, world-famous cuisine, and cultural and culinary experiences waiting to be discovered.



Why you can't miss out

As an exhibitor

- Qualified buyers from around the world
- Exceptional media visibility
- Comprehensive marketing tools
- Traditional and unconventional sponsorship opportunities
- Participation in Pet Vision, the show's beating heart
- Custom event development
- Press room material distribution
- Complimentary tickets and VIP cards for your guests
- Hotels and travel at special rates
- A warm welcome in Bologna full of culture, cuisine, and unforgettable sights

As a visitor



- The world's leading manufacturers and distributors
- Free conferences and seminars
- Meetings and networking with professionals and experts
- Thematic sessions and in-depth discussions
- Trend discovery and innovation showcases
- Live stages and interactive events
- On-site activities and experiences
- Hotels and travel at special rates
- A warm welcome in Bologna full of culture, cuisine, and unforgettable sights

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an event by

Bologna Fiere COSMOPROF

Certified Trade Fair

094/2025
ZMRK25R2S1

For information
on how to exhibit
exhibitor@zoomark.it

For information
on visiting the show
visitor@zoomark.it