

TRADE SHOW

2015 EUROPE: ZOOMARK INTERNATIONAL TRADE SHOW

Thursday, May 7 - Sunday, May 10, 2015
Registration: Monday, Feb 9 - Wednesday, Apr 1, 2015
Bologna, Italy

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®), and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity:

Zoomark International Trade Show, May 7 - May 10, 2015

Zoomark is the largest and one of the most important European trade shows for the pet products industry. The event offers excellent opportunities to grow with the market, boost business, exchange information, compare, transfer know-how, upgrade and broaden professional knowledge.

Participation in the **USDOC-certified USA Pavilion at Zoomark 2015** provides U.S. exhibitors with a number of cost-efficient participation alternatives offering ample opportunities for developing European and global export markets. In 2013 there were over 22,000 visitors from 80+ countries with 600+ exhibitors from 40+ countries.

Italy's market for pet food and pet care products is very strong and set to grow in both constant value and volume terms according to Euromonitor International forecasts. In particular, value at current prices in 2013 grew by 3.4% over 2012, with dog and cat food worth 2.5 billion U.S. dollars and pet care products 727.4 million U.S. dollars (+3.8).

WUSATA will provide 2x3sqm stands for \$1,750 per company within the WUSATA Showcase space and one-on-one meetings with pre-qualified buyers for companies who exhibit at the show. Companies within the WUSATA Showcase will also receive up to a \$1,000 travel reimbursement for lodging expenses (one traveler only) with proper back-up documentation (based on U.S. Federal per diem rates and paid invoice.) **Stand Package Includes:** small individual display area, stool, shelving and area to post signage, access to the USA Pavilion lounge and meeting area which includes internet access.

*New to the market companies must be export ready. **Additional Value-added Services:** On May 6th, WUSATA is arranging a tour of local retail pet food stores, which is complimentary for our event participants.

In addition, if you already have a booth at Zoomark, you can sign up for our buyer matchmaking service at no cost.

Separate registration is required for each additional services above.

(Please note: If you are looking for a full-sized booth, please contact the show organizer, and remember to also register for the WUSATA match making services.)



PRODUCT DESCRIPTION

Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging. Please see additional details regarding product and company eligibility on the U.S. Supplier Page located on the homepage of the WUSATA® website.

Suitable products include, but are not limited to: Pet Foods, pet supplements, pet snacks and all products for pets which are based on U.S. agricultural products.

INDUSTRY FOCUS

Food Service Products

Pet Food and Products