

PRESS RELEASE



Zoomark 2015 Strong U.S. presence again this year at the pet product show in Bologna

The 16th edition of **Zoomark International, Bologna Fairgrounds, May 7-10, 2015** has strong participation by American companies. B-FOR International, the official organizer of the USA Pavilion, has gathered **over 40 American companies** showcasing their businesses and looking for distributors and importers for their pet products. An additional 30 U.S. companies will be exhibiting individually in different halls outside of the US Pavilion.

BolognaFiere and Piesse, the official organizer of Zoomark International, have been endorsed by the **U.S. Department of Commerce Trade Fair Certification program**, a bilateral agreement aimed at increasing the American presence at foreign trade shows and boosting U.S. exports.

A major role in the promotion of Zoomark among U.S. companies was played by the **US Commercial Service in Milan, the U.S. Department of Agriculture's Foreign Agricultural Service in Rome, and APPA - American Pet Products Association**, the trade association grouping over 1,000 pet product manufacturers, their representatives and importers. APPA offers research, training, and promotion services, as well as import-export assistance to its members. APPA is also the organizer of Global Pet Expo, the most important show in the U.S. catering to pet products, taking place every year in March in Orlando, FL.

Products showcased in the USA Pavilion at Zoomark include food, accessories, veterinary products and general pet care products. The USA Pavilion exhibitors share the same passion for pets and constantly search for new solutions to better meet the needs and taste of pets and their owners. Care for pet wellness and safety is a priority, food ingredients are premium quality, and each product combines high quality and convenience, style and practicality, still bearing in mind the latest market trends.

To view products offered by the **USA Pavilion** exhibitors (**Hall 22 – Booth US-1**), click on the following link:
<http://buyusa.gov/italy/forms/zoomarkinternazionale015/index.asp>

The U.S. Commercial Service is available to set up individual meetings upon request with U.S. exhibitors during the four days of the show.

For further information please contact:

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