

maRca
 by **BolognaFiere**
 PRIVATE LABEL CONFERENCE AND EXHIBITION

an event by
Bologna Fiere
 with the patronage of
ADM ASSOCIAZIONE
 DISTRIBUZIONE MODERNA

18th edition

2022
BOLOGNA
JANUARY
19-20



BOOST YOUR BUSINESS OPPORTUNITIES

MARCA TECHNICAL SCIENTIFIC COMMITTEE



www.marca.bolognafiery.it
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**MARCA
BY BOLOGNAFIERE
IS THE ONLY
EXHIBITION WHERE
ALL THE MAJOR
RETAIL BRANDS
EXHIBIT**

WHY EXHIBIT

Marca by BolognaFiere is the only Italian event totally **devoted to PL**.

Marca by BolognaFiere offers the opportunity to develop business **relationships with the major Italian retail brands** that annually exhibit and promote their distribution policies.

Marca by BolognaFiere offers the opportunity to discover and try out your products to the **Italian and international PL managers**. **PL products** are now preferred not only as products but as a set of values.

Marca Digital by BolognaFiere is the preliminary **online event to boost commercial contacts worldwide** and to **establish new business contacts** that could be consolidated during the in-person event.

Marca by BolognaFiere allows to enter and grow in the Italian and International PL markets thanks to an intense incoming program of **foreign retailers participating at the exhibition**.

Marca by BolognaFiere allows you to increase your business by organizing new exhibiting areas dedicated to topical issues complementary to the **PL world** such as **traceability, digital industry, block-chain and organic** with an innovative and smart format that is completed by an agenda of highly specialized meetings.

**JUNE
23-25
2022**

**SHENZHEN WORLD
EXHIBITION &
CONVENTION CENTRE**

Marca China is a new initiative supports Italian companies interested in expanding their business to China, a market increasingly attentive to the quality of food products and the organic sector.

In recent years sales of organic products in the Chinese market have registered growth of 35%, becoming the second largest market in Asia for this sector, demonstrating growth that is of potential interest also for the Grocery Retail sector. The second edition of **Marca China** is scheduled to take place from 23rd to 25th June 2022 in Shenzhen, the metropolis in the Greater Bay Area in the province of Guangdong in southern China.

FACTS & FIGURES

Participating exhibitors
& buyers

568

International exhibitors
& buyers

177

coming from:

Albania, Argentina, Australia, Austria, Azerbaijan, Belgium, Bosnia Herzegovina, Brazil, Bulgaria, Canada, Chile, China, Cyprus, Colombia, Ecuador, Egypt, El Salvador, Finland, France, Germany, Great Britain, Hungary, Israel, Macedonia, Montenegro, Holland, Paraguay, Peru, Poland, Romania, Russia, Serbia, Singapore, Slovakia, Slovenia, South Korea, Spain, Sweden, Switzerland, Taiwan, Turkey, USA, Vietnam

Participants in online meetings

hold on March 15-25, 2021

3.828

Participants in Marca conferences

in streaming on March 24-25, 2021

505

FACTS & FIGURES

Marca by BolognaFiere 2020

Dati certificati ISF
CERT dal 2014

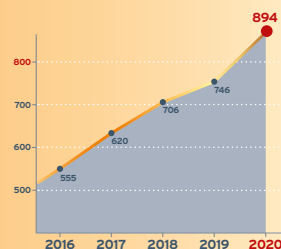


EXHIBITORS

894

(of which 72 foreign operators)

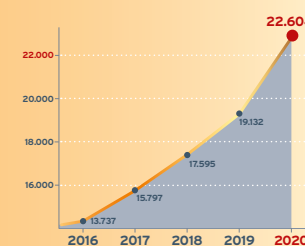
+20% over 2019



NET FLOOR SPACE SQM

22.604

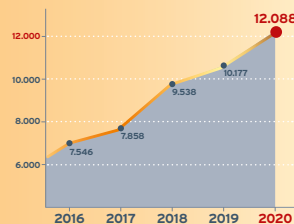
+18% over 2019



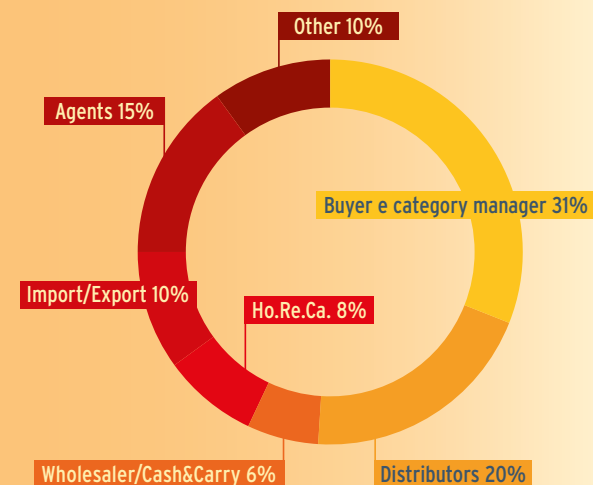
PARTICIPATING PROFESSIONALS

12.088

+19% over 2019



VISITORS BY TRADE SECTOR



SPECIAL EXHIBITION AREAS

maRca NON FOOD AREA

In 2022, in order to make it easier for buyers to visit the sector, the pavilion reserved exclusively for **PL's NON FOOD products** - in particular **home care** and **personal care products** - is reconfirmed. At the fair, buyers will find over 50 product categories and hundreds of exhibited references.

The **NON FOOD AREA** will host some retailers of the *Technical Scientific Committee* exhibiting at the show, to guarantee effective commercial matching.

maRca^{8th edition} TECH

The **MARCA TECH project** is an initiative of *Marca by BolognaFiere* dedicated to the intermediate goods sector for the **MDD supply chain** (*Packaging, Logistics, Raw Materials, Ingredients, Technologies and Services*).

Exhibiting at **MARCA TECH** allows the **Business Community of the PL sector** to be presented with the latest trends to innovate and operate in a profitable and sustainable way. Acceleration on technology and innovation concerns us all today more than ever.

In all these areas, do not miss the opportunity to decide and implement with Producers and Retailers the best choices for the development of the **PL sector**.

FREE FROM HUB INNOVATION INSIGHTS EXHIBITION

Free From Hub is the new format created by *Marca by BolognaFiere* dedicated to **free from market**: it's not a single appointment, but a series of events that have the aim to represent the Italian and international free from market at its best.

Exhibit at **Free From Hub** inside *Marca by BolognaFiere*: it's the great showcase to give the right visibility to your free from products and meet the large-scale retail leaders.

In addition to the exhibition area, the **FREE FROM HUB** area will be characterized by a space dedicated to show cooking and conferences with industry experts.

maRca WINE AREA

A new thematic space reserved for the **wine area**, to offer the best wineries the opportunity to dialogue and establish themselves on the shelves of retailers, will be developed inside the pavilions reserved for **FOOD**.

The strong growth of wine purchase in **retail shops** has turned this channel into one of the main markets for the wine sector.

The ever-increasing quality of **PL wines** offered today by Retailers - **Registered designation of origin, PGI and commons** - has changed consumers' perception of this product, which is progressively gaining interesting market shares in other traditional channels, bringing about a clear change in sales trends.

maRca^{2nd EDITION} by BolognaFiere FRESH PRIVATE LABEL CONFERENCE AND EXHIBITION

An experiential space reserved for the **fresh produce sector**, mainly fruit and vegetables, which - now in its second edition - makes it possible to combine the needs of the business with sharing and in-depth thematic analysis.

MARCA FRESH, with its 3 objectives, **Innovation, Experience, Networking**, represents an exhibition format designed to enhance the most innovative operators in the fresh food sector, concentrating in a single area the best market practices able to satisfy the modern consumption trends and the most advanced production segments.

MARCA FRESH with its functional and dynamic concept, is intended to involve all sectors of the fresh food industry (meat, fish, dairy products, fruit and vegetables), with the aim of supporting the relationship between production and distribution in the approach to business strategies under the banner of economic, social and environmental responsibility.

More information on the special exhibition areas:
www.marca.bolognafiere.it

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INTERNATIONAL BUYERS PROGRAMME

Promotion plan for inviting **international category managers and buyers from leading retail chains**. The program is aiming to facilitate B2B meetings between exhibiting companies and top international attendees.

To encourage international specialists attendance, **Marca by BolognaFiere** offers an **extensive hospitality package**, including services and benefits to make the experience of the fair even more fruitful and engaging.

Marca by BolognaFiere will also support exhibitors and buyers with a digital platform especially conceived for the organization of the B2B meetings, with very detailed profiles and advanced research filters to browse countries and products.

Marca by BolognaFiere 2020 has seen the presence of trade delegations from 32 countries; more than 4,000 planned meetings took place between exhibitors and foreign buyers.



MARCA by BolognaFiere TECHNICAL SCIENTIFIC COMMITTEE

Riccardo Ranucci



Francesca Gentili



Eugenio Morlacchi



Roberto Romboli



Simona Vimercati



Mirco Pincelli



Alessandra Corsi



Stelio Lani



Adelio Bellagente



Luca Vaccaro



Paolo Bonsignore



Gianfranco Versaci



Eleonora Graffione



Gaia Mentasti



Pietro Poltronieri



Marco Pozzali



All training and information activities are promoted by the **TECHNICAL SCIENTIFIC COMMITTEE** made up of PL Managers from the Retailers sponsoring the event.

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DIGITAL SESSION

MARCA Digital Session has been conceived by BolognaFiere in cooperation with ADM to foster relationships between buyers and exhibitors and to increase the chance of making new businesses and establishing new contacts; during this period it will be possible to meet the buyers and exhibitors attending the event through the video platform and of course follow up the contact during the Fair by visiting the exhibitors booth.

SPECIAL INITIATIVES

an event by:
Bologna Fiere

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