

SHOW YOUR BUSINESS POTENTIAL



16-17 January 2024

20th EDITION

With the patronage of

ADM ASSOCIAZIONE
DISTRIBUTORI MODERNA

TECHNICAL SCIENTIFIC COMMITTEE

 **CONAD**



coop



comitè parve società

Bricoio

Bricofer

Tra il cibo e il tuo.



Carrefour



ITALY
DISCOUNT

LEKKERLAND

MARR
dove c'è ristorazione



SELEX
distribuzione

GRUPPO
V&E



WHY EXHIBIT

Marca by BolognaFiere is the only event where the major **retail brands** exhibit with their own stand.

Marca by BolognaFiere offers the opportunity to develop and consolidate business relationships with the **major retailer groups**, that annually exhibit and promote their distribution policies during the event.

Marca by BolognaFiere is the only Italian event totally devoted to **PL** in a scenario where the **Private Label market** in Italy and Europe is constantly expanding.

At **Marca by BolognaFiere** you have the opportunity to present your products and offer the sampling to **PL managers and buyers**. The current success of **Private Label products in Italy and in the world** is not only thanks to their quality, but also due to the system of values, which drives supply chain and production circle.

Marca by BolognaFiere allows to enter and grow in Italian and international markets thanks to an **intense incoming program of foreign retailers and buyers**.

FACTS & FIGURES 2023



862
EXHIBITORS

24.104
NET SQM

17.033
PROFESSIONAL
VISITORS

ISFCERT certified
data since 2014



057/2023
MPC223RS

SPECIAL EXHIBITION AREAS

ma[®]ca NON FOOD AREA

In 2024, 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.



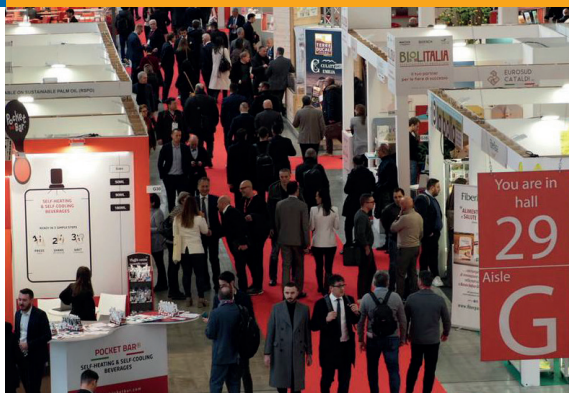
An experiential space reserved for the **fresh produce sector, mainly fruit and vegetables**, which - now in its third edition - makes it possible to combine the needs of the business with sharing and in-depth thematic analysis.

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.



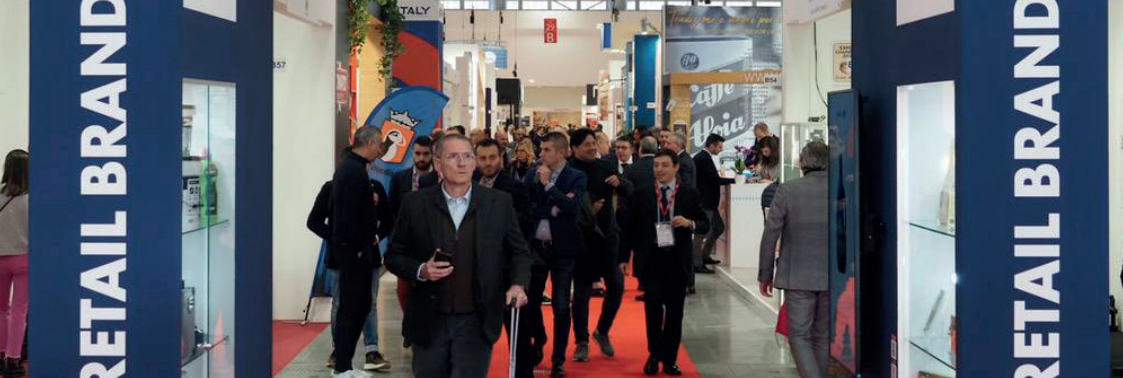
MARCA TECH is an initiative of **Marca by BolognaFiere** dedicated to the intermediate goods sector for the **PL supply chain** (Packaging, Logistics, Raw Materials, Ingredients, Technologies and Services). By exhibiting at **MARCA TECH** you have the opportunity to present the latest trends and innovations, that allow the **PL business community** to operate in a more profitable and sustainable way. Acceleration on technology and innovation concerns all industrial sectors, and in this context, do not miss the chance to explore and realize together with **Producers and Retailers** the best choices to develop the **PL sector**.



**CHECK OUT THE
ONLINE CATALOGUE
AND DISCOVER
THE 2023
EXHIBITORS**

www.marca.bolognafiere.it





TECHNICAL SCIENTIFIC COMMITTEE MARCA BY BOLOGNAFIERE

Giuseppe Morsellino



Federica Bonelli



Stelio Lani



Giovanni Petrò



Marco Porcaro



Anna Campanile



Giuseppe Cabras



Pietro Poltronieri



Francois Xavier Tah



Eugenio Morlacchi



Ombretta Putzu



Luca Vaccaro



Simona Vimercati



Roberto Romboli



Marco Pozzali



Alessandra Corsi



Francesca Cavallari



Ferdinando Macchione



Morena Maestroni



Paolo Bonsignore



Andrea Taglioretti



Marca by BolognaFiere is supported by the large-scale retailing and distribution brands, all exhibitors at the fair and represented on the **Technical Scientific Committee**.

www.marca.bolognafiere.it

an event by:



Show Office:

BolognaFiere SpA | Via Alfieri Maserati 16 | 40128 Bologna | Italy

Phone: +39 051 282111

marca@bolognafiere.it

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