



maRca

by  **BolognaFiere**

PRIVATE LABEL CONFERENCE AND EXHIBITION

DIGITAL SESSION

2022 JANUARY, 11 – 18

ONSITE EVENT

2022 JANUARY, 19 – 20

an event by



with the patronage of



with the support of



Ministry of Foreign Affairs
and International Cooperation



Starting from the solid foundations of Marca's 2020 edition, which had achieved excellent results in terms of buyers and exhibitors' participation, **MARCA by BolognaFiere** is re-opening its doors in 2022.

Given the strong result of last year's Digital Event, Bologna Fiere is announcing an additional **MARCA Digital Session**, to be followed by the traditional two day "in-person" exhibition. The digital portion will give participants an opportunity to preview the company profiles of participating exhibitors, allow communication between potential buyers and exhibitors, and make it easier to schedule "one-on-one" appointments on the show floor.

The **Digital Session** will also feature a built-in video chat system, allowing for virtual meetings for buyers who are not able to attend in person, as well as make it easier for exhibitors to virtually meet national and international retail chain buyers with a specific focus on category and private label managers.

The Digital session will also provide for buyers who will be traveling to Bologna for the trade exhibition to establish a preliminary contact with selected exhibitors and to continue their personal interaction at Marca.

International buyers and decision makers are invited to join MARCA 2022 through different channels:

- Trade delegations from approximately 30 countries organized by the Italian Trade Agency;
- BolognaFiere Incoming Office together with the official delegate networks in Europe and South America;
- IPLC Retailer Brand Specialist – the international network partnering with MARCA.

DIGITAL SESSION & ON-SITE EVENT

HOW DOES IT WORK?

The event will be held on the *B2Match* platform, which has also been successfully launched in the past editions. The platform is designed with the goal of giving buyers and exhibitors the opportunity to create their own streamlined agendas for virtual and on-site appointments. With user-friendly filters (e.g., country and product categories) and intuitive navigation tools, users will also find organizing their agenda and improving time management to be a streamlined process.

THE PROJECT IS DIVIDED INTO FOUR STEPS:

REGISTRATION: Buyers and exhibitors are invited to create their profile (a quick process taking only a few minutes to complete).

BOOKING: Beginning December 15th, 2021, buyers and exhibitors will be able to browse the participants list, organize meetings and create their customized agenda.

DIGITAL SESSION: Online meetings will take place from January 11th to January 18th, 2022 via *B2Match*'s integrated video conferencing tool.

MARCA by BOLOGNAFIERE ON-SITE: In-person meetings will take place on January 19th and 20th, 2022 at the International Buyers Lounge or at the exhibitors booths.



INFORMATION AND PLATFORM ASSISTANCE:

internationalprogram@bolognafiere.it

CONTACT DETAILS:

Alessandro Miele
MŽ Consulting & Fairs

e-mail
alessandro@mz-consulting.org
Phone +386 1 7543658

REGISTRATION:

<https://marca-by-bolognafiere-2022-digital.b2match.io/>

If you have already taken part in a former B2Match digital event with Marca by BolognaFiere, please check your inbox for an invitation email to reactivate your profile!