

**Marca 2014 – The 10<sup>th</sup> Edition Closes on An Upbeat Note:  
6,600 trade visitors (\*), 454 Exhibitors, 30% increase in foreign buyer attendance**

The 10<sup>th</sup> edition of **MarcabyBolognaFiere**, the retailer private label tradeshow organised by **BolognaFiere** on 15 - 16 January last, closed on an upbeat note. Trade visitors were approximately **6,600\***, while Exhibitor firms numbered **454**. A **30% rise in foreign buyers** representing top brands mainly from Germany, Austria, Switzerland, Russia and Sweden was recorded, and around 450 meetings were held. **MarcabyBolognaFiere** this year opened its doors with a new layout offering more exhibitor space over three pavilions and a second “Nord” tradeshow entrance gate.

Opening the fair, **Duccio Campagnoli**, BolognaFiere President, underlined the trade show’s success in difficult economic times: “Marca is a point of reference for the private label sector and reflects a fundamental paradigm for Italy, creating synergy between SMEs and the large-scale retailing sector. It is a formula for success that should be adopted throughout our country”.

The meetings, starting with the inaugural conference by retailer association Adm (Associazione Distribuzione Moderna) on the *Contribution of Retail Private Labels to the Country’s Business System*, were a resounding success and attended by many. “We are satisfied with the outcome of Marca 2004” - said ADM President, **Francesco Pugliese**. “The event has witnessed constant growth. Its success is due to its ability to create a fertile place of encounter between modern retailing systems and companies producing under private labels, two sectors that have continued to invest in this event, reaping tangible results for their respective businesses”. The meeting presenting the 10<sup>th</sup> Private Label Report was a highlight of the show. The report revealed that private label products now enjoy a 17.9% market share, a 4% rise in value and a 1.2% rise in volumes on the previous year; sales topped 7.55 billion Euros. The ad hoc shopper behaviour survey was presented by **Guido Cristini**, Scientific Coordinator of the Private Label Observatory, and **Gianmaria Marzoli**, Iri Vice President. Last but not least was the *seminar “Virtuous packing for Modern Distribution Systems? Attractive and sustainable for the consumer; logistics and cost optimization for supply chains”*, inaugurated the Marca Tech, the new section dedicated to technological innovation at the service of the private label industry.

(\*data in the process of ISF Cert ISO 25639 certification)

For more information, go to: [www.marca.bolognafiere.it](http://www.marca.bolognafiere.it)

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