

SECOND EDITION OF MARCA FRESH CONFIRMED FOR 13-14 JANUARY 2021

The exclusive format dedicated to sustainable innovation for fresh products returns

Following the success of its first edition in 2020, **MARCA FRESH**, the space dedicated to the compartment of super-fresh produce and sustainable innovation born from the expertise of SGMARKETING, is set to return at **MARCA by BolognaFiere 2021**, the event organised by **BolognaFiere** in collaboration with **ADM, the Italian Grocery Retail Association**.

The innovative and engaging concept in which companies in the FRUIT & VEGETABLE sector play a leading role exhibiting their wares in dedicated spaces and presenting their ideas to a public of visiting professionals involved in production and distribution. The format sold out entirely at the last edition: 16 companies participated and numerous visitors attended the inaugural workshop curated by SGMARKETING and listened to the corporate testimonies that brought the two-day event to life.

A varied exhibition offer including proposals linked to the evolved Range I, Range IV and V, associated with dried fruit and innovative packaging solutions.

The heart of **MARCA FRESH** is the **“Piazza dei Freschi”**, a dedicated area equipped for specialised meetings and for sharing market best practices in line with modern consumption trends and the more evolved productive segments. A training/educational area with the aim of fostering debate between operators involved in production, distribution and services according to the **“Innovation, experience and networking”** model.

The 2021 edition of MARCA FRESH

The 2021 edition **MARCA FRESH**, with its specialised set up in terms of value and content for the FRUIT & VEGETABLE sector, will again perform a leading role within the wider event **MARCA by BolognaFiere**, the only event in Italy dedicated entirely to Private Label products.

Thanks to the support of BolognaFiere, in collaboration with ADM, the dedicated area **MARCA FRESH** will be bigger and more central, enabling a larger number of companies to experience this **preferential showcase in Italy that can count on a public of knowledgeable commercial operators (more than 12,000 professional visitors at the 2020 edition), plus the attention of the media and the presence of leading Grocery Retail groups**.

Guiding the event is the Technical Scientific Committee, made up of Private Label Managers from the leading retail groups, who will work to ensure and support the identified direction of the event.

“A markedly specialist event like MarcabyBolognaFiere,” explains Antonio Bruzzone, General Manager, *“is completed with focus sessions that enable in-depth analysis of market trends. At MARCA FRESH we focus attention on the segment of fresh products with a truly exhaustive approach, which includes exhibitions and in-depth meetings with the aim of promoting discussion between producers and Grocery Retail representatives, who at MarcabyBolognaFiere have an important reference exhibition platform.*

MARCA FRESH, and the other initiatives that complete the event, are an important showcase for innovation, best practices and our producers' capacity for networking, all of which are strategic factors for overcoming the challenges of the market".

The development of **MARCA FRESH**, with its functional and dynamic concept in line with the demands of the market, plans in the coming years to flank the FRUIT & VEGETABLE sector and other sectors of fresh produce (MEAT, FISH & SEAFOOD), with the goal of supporting relationships between production and distribution in the approach strategies to business in the name of economic, social and environmental sustainability.

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