

**Marca by BolognaFiere recommences from where it left off before the pandemic:
12,000 visitors and 900 exhibitors underline the success of the only Italian fair
event for commercial brands**

**Appointment for the 19th edition on 18 and 19 January 2023 at the Bologna
Exhibition Centre**

Bologna, 13 April 2022 – Marca by BolognaFiere picks up where it had left off in January 2020 prior to the pandemic with renewed enthusiasm after two painful years. The eighteenth edition, held yesterday and today at the Bologna Exhibition Centre, concluded with a total of 12,000 visitors. This number, together with the 900 exhibitors in 23,000 square meters of exhibition space, underline the success of Italy's only trade fair dedicated to commercial brands, a showcase of "made in Italy" excellence where the Grocery Retail sector can take advantage of more than a thousand square metres for its own retail groups. Businesses and professionals returned to meet again in person and close deals at the five exhibition halls at the event organized by BolognaFiere in collaboration with ADM, the Italian Grocery Retail Association.

Business people, Grocery Retail groups and buyers have already noted the dates of the next edition, number 19, which will return to its customary position in the calendar on 18 and 19 January 2023.

"Marca by BolognaFiere has been a success beyond expectations," announced Antonio Bruzzone, General Manager of BolognaFiere, "We have recommenced with the same numbers we had in 2020, when the world came to a standstill due to the pandemic. This is the only event in Italy capable of interpreting the potential and evolution of the Private Label sector, which every year finds in BolognaFiere the most authoritative forum at which to make deals and foster the growth and internationalization of small and medium-sized enterprises, thanks to the relationship with Grocery Retail groups. We would like to thank the retail groups, exhibitors, professionals and buyers, our institutional partners, first and foremost ITA - the Italian Trade Agency, and above all ADM, the Italian Grocery Retail Association that has always believed in this event and continues to help it grow with us. I look forward to seeing you again in January 2023."

"We are extremely satisfied with the success of Marca by BolognaFiere. Today's consumers are choosing private labels with increasing conviction," explained Carlo Alberto Buttarelli, Managing Director of ADM, "motivated by the values that the brands represent: quality and reasonable prices, but also the sustainability and innovation that Private Labels are developing with industry partners. The supply chain pact," continued Buttarelli, "becomes a reality with Private Labels, where the integration between production, distribution and consumers reaches its maximum expression."

Numerous attendees took part in the in-depth discussions organized by ADM with The European House-Ambrosetti, Ipsos, IRI and IPLC, which exclusively for Marca by BolognaFiere provided data on market trends in the Private Label sector in Italy and Europe. There was also notable success for the two areas Marca Fresh, dedicated to fresh products, and Marca Tech, where companies exhibited their packaging innovations. While the exhibition numbers remained substantially unchanged compared to pre-pandemic levels, the Marca Fresh area doubled its exhibition space, confirming the growing interest of companies and retail groups in fresh products, which are finding more and more space in Grocery Retail. During the event, innovative packaging solutions were presented that are increasingly oriented towards environmental



sustainability with an eye to saving energy and reducing logistics costs.

Marca by BolognaFiere also has a charitable heart: at the end of the event, all of the products that the exhibiting companies chose to leave behind at the fair were donated to the Bologna branch of Caritas, the diocese organization that supports vulnerable people.

Videos, photo galleries, conference and exhibitor material are available at www.marca.bolognafiere.it