

MARCA FRESH 2022, THE SECOND EDITION OF THE EVENT HELD AS PART OF MARCABYBOLOGNAFIERE HAS BEEN CONFIRMED
Bologna, 19-20 January 2022

MARCAbyBolognaFiere, the opening event of the Bologna Exhibition Centre's 2020 schedule, will include the second edition of MARCA FRESH, the exclusive format specialising in fresh products with a focus on sustainable innovation

Following the interruption due to the pandemic and the resumption of in-person events from the second half of 2021, **MARCA FRESH will be the first in-person trade fair in 2022 for the fruit and vegetable sector**: a space dedicated to sustainable innovation in the fresh produce sector, created thanks to the expertise of SGMARKETING, a consultancy company specialising in the sector of fresh produce, in partnership with **MARCAbyBolognaFiere** and in collaboration with **ADM – the association representing the Grocery Retail sector**.

MARCA FRESH 2022: A DOUBLE-SIZED VENUE FOR THE SECOND EDITION

With an area spanning over **600 square metres** dedicated to **fruit and vegetables** in **pavilion 29**, **MARCA FRESH** confirms its role as an immersive showcase for all players in the supply chain. The event format includes a **large personalized area – the "Piazza dei Freschi"** – where, over two days, companies take centre stage, presenting themselves to the public of production and distribution professionals, exhibiting their products and sharing their experiences in a market destined to evolve in terms of innovation and sustainability.

This year's theme is **Supporting the fruit and vegetable compartment: the commitment of Grocery Retail and Production**, with the aim of identifying and sharing the strategic and operational levers that will guide the growth of the fruit and vegetable compartment and promote its development in the coming years.

The conference, promoted and directed by SGMARKETING in collaboration with MARCAbyBolognaFiere, will open the event. Beginning with a multi-perspective trade and consumer analysis, it will feature a panel of national retailers who will share best cases and strategies to support the fruit and vegetable sector. The workshop aims to provide trade operators with operational guidelines useful for interpreting a future that is changing from the perspective of social, economic and environmental responsibility.

This successful format was sold out at the last edition: 16 participating companies and numerous visitors attended the opening session and company testimonials enlivened the two-day event.

"The pandemic has highlighted with even greater emphasis the attention paid to the quality of food and its importance," explains Antonio Bruzzone, General Manager of BolognaFiere, *"MARCA FRESH focuses attention on a range of products, fresh produce, at the heart of this trend, showcasing innovative trends and the evolution in terms of sustainability. Contextualizing these themes as part of MARCAbyBolognaFiere activates synergies and business opportunities, expanding the exhibition offer*

of our Exhibition Centre with another highly specialized initiative that, once again, has become a reference point for operators in the sector”.

“The fruit and vegetable sector plays a fundamental role in Grocery Retail strategies. Supporting production chains,” explains Marco Pedroni, President of ADM, “is also a way of supporting local areas and the biodiversity of our country. Sustainable farming, in productive, economic and social terms, is a common goal of agricultural production and distribution. Marca Fresh is an important opportunity to take stock of the challenges we face.”

The 2022 edition consolidates the relationship between **MARCA FRESH** and ADM, the trade association that represents the Grocery Retail sector. ADM is underpinning and supporting the initiative through a Technical-Scientific Committee of managers from large national Grocery Retail groups.

Once again, for the second edition, **MARCA FRESH**, with its specialization in fresh produce and the FRUIT and VEGETABLE sector, confirms its synergic and integrated role as part of **MARCAbyBolognaFiere**, the only event in Italy dedicated entirely to the Private Labels, the second largest fair of its kind in Europe, a reference point for distributors, retailers and buyers and a key forum at which to discuss business development strategies.

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