

**MARCA BY BOLOGNAFIERE 2022 ALMOST SOLD OUT
THREE NEW RETAIL GROUPS ON THE TECHNICAL-SCIENTIFIC
COMMITTEE: ARD/ERGON, BRICO IO AND LEKKERLAND**

BolognaFiere, 19-20 January 2022

Exhibition space is almost sold out with only a few square metres still to be assigned at MarcabyBolognaFiere 2022, scheduled to take place in Bologna on 19 and 20 January.

The registration campaign for the 18th edition of Europe's second largest trade fair for the Private Label sector, **organised by BolognaFiere in collaboration with ADM** (the Italian Grocery Retail Association), is forging ahead.

Following the cancellation of the in-person edition in 2021 due to the health emergency, the event was held in digital form as MARCA DIGITAL SESSION, which enabled the business community to keep their commercial contacts active through an event that involved more than 9000 participants (30% from outside Italy) and 175 buyers from important foreign retail groups. MarcabyBolognaFiere is now set to return in its classic format but with a renewed layout, an exhibition space that has to date registered the planned participation of more than 700 exhibitors. The addition to the Technical Scientific Committee of three new large retail groups: **ARD/ERGON, BRICO IO, LEKKERLAND** is a further demonstration of the event's importance to the world of Private Labels.

The exhibition layout will include five pavilions – 25, 26, 28, 29 and 30 – with product categories organised into food and non-food as well as areas reserved for the specialist sections MARCA TECH and MARCA FRESH. The event will focus the attention of the entire Private Label business community, which will include the participation of **18 large retail groups** that sit on the event's **technical-scientific committee**, involved in the definition of the strategic development of the event.

On the international front, the consolidated partnership with ICE-Agenzia has been renewed. Every year ICE-Agenzia brings delegations of operators to Bologna, involving category managers and buyers from the main international chains to promote meetings between exhibiting companies, top retailers and importers from abroad.

In this regard, and to further support internationalisation, **MARCA Digital Session** has been confirmed to return, from 11 to 18 January, to facilitate participants preparations for the event by enabling contacts with exhibitors in advance, to discover new products and plan an agenda of meetings at the Fair.

MarcabyBolognaFiere 2022 will also see the return of the various opportunities for training and information that will be part of a rich calendar of conferences, debates, seminars and focus sessions on the main trends in modern trade in the Private Label sector.

The 2020 technical-scientific committee: ARD/ERGON, BRICO IO, C3, CARREFOUR, CONAD, COOP, CORALIS, CRAI, DESPAR, D.it – DISTRIBUZIONE ITALIANA, ITALY DISCOUNT, LEKKERLAND, MARR, SELEX, S&C CONSORZIO DISTRIBUZIONE ITALIA, TUODÌ, UNES, GRUPPO VEGÈ.

Website: <http://marca.bolognafiere.it>.

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