

NEW DATES FINALIZED FOR MARCABYBOLOGNAFIERE 2022: APPOINTMENT IN BOLOGNA ON 12 AND 13 APRIL 2022

Bologna, 7 January 2022 – **Following the announcement of the postponement as a result of the escalation of pandemic indicators nationwide, BolognaFiere announces the new dates for the 18th edition of MarcabyBolognaFiere: the event has been rescheduled for 12 and 13 April 2022.**

The three-month postponement will enable the business community for the Private Label sector to organise meetings with greater peace of mind, while international operators should be able to plan their attendance under more normal conditions concerning international travel connections.

With more than 900 exhibiting companies, the presence of Grocery Retail groups and national and international buyers, MarcabyBolognaFiere 2022 will reaffirm its credentials as the reference exhibition platform for the leading players in the Private Label sector, for both food and non-food products. The event's industry-wide approach includes events for operators in two areas that are particularly relevant: that of fresh produce, which will have its own exclusive format, MARCA FRESH, focusing this year on innovation in the sector, and that of intermediate goods for the Private Label supply chain (Packaging, Logistics, Raw Materials, Ingredients, Technology and Services), to which the eighth edition of MARCA TECH is dedicated.

MarcabyBolognaFiere is an event organized by BolognaFiere, in collaboration with ADM, the Italian Grocery Retail Association.

The 2022 technical-scientific community includes: 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 and GRUPPO VEGÈ.

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

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