

PRESENTATION MARCA 2016

Organization:	BolognaFiere
Date/opening hours:	13-14 January 2016 / 9.30am – 6.00pm
Location:	Bologna Exhibition Centre
Entrance:	West Costituzione, East Michelino
Sector:	Exhibition-Conference dedicated to the world of commercial brands
Conditions of access:	Entrance valid for 2 days Tickets can be purchased at the ticket office for € 110.00 Online ticket holders can purchase the CD containing the XII Report on Commercial Brands at the price of €35.00 (full price €50.00) by taking the ticket to the Marca event secretary's office (Service Centre, Block C) during the event.
Exhibitors:	528 companies (+9,8%)
Exhibition location:	Pavilions 25-26-36
Exhibition area:	26,000 m ² (+ 11,5%)
Sector:	Exhibition-Conference dedicated to the world of Commercial Brands specifically for: food and non food producers, packaging companies, research laboratories, communication and image management firms, service companies (logistics, merchandising, trademarking), specialist press and associations.

Conferences, Seminars, meetings

13th January 2016	10am - Sala Gallery 21 – 22 Opening Conference "Private Labels and sustainability: a new commitment for the consumer"
	2.30pm – Sala Gallery 21 – 22 "Materials in contact with foodstuffs: MOCA requisites and how to control them"
	2pm – Marca Tech Packaging Lab Area Pad 36 "Workshop "The 3 Rs of sustainable packaging: Reduction, Reuse and Recycling"
	5pm - Marca Tech Packaging Lab Area Pad 36 ADI Packaging Design Award
14th January 2016	10am - Sala Gallery 21 - 22 Private labels and the new scenario of consumption: innovation, quality, and sustainability
	2pm - Sala Gallery 21 – 22 There is a big green meadow

In collaboration with:

AUCHAN, CARREFOUR, CONAD, S&C CONSORZIO DISTRIBUZIONE, COOP, CONSORZIO CORALIS, CRAI, DESPAR, IPER, ITALY DISCOUNT, MARR, METRO, RISPARMIO CASA, SELEX, SIGMA, SIMPLY, SISA, TIGOTA', TUODÌ, UNES. VÉGE

Next year's edition of Marca by BolognaFiere is set to take place from the 18th to 19th January 2017.