

**MARCA 2016: RECORD EDITION FOR THE EVENT DEDICATED TO PRIVATE LABEL BRANDS
GROWING NUMBER OF GROCERY RETAIL GROUPS (21), EXHIBITORS (528, +9.8%) AND
EXHIBITION SPACE (26,000m², +11.5%)**

**EXHIBITION AND CONFERENCE ON THE 13TH AND 14TH JANUARY AT BOLOGNAFIERE
Wednesday the inaugural conference at 10am**

All is set for "Marca 2016", the international event for Private Label products, organized by BolognaFiere in collaboration with ADM, the Association for Grocery Retail. This year will be a record-breaking edition of the reference event for the entire sector of grocery retail, where producers can meet with key players from the Italian and international distribution and grocery retail system. From the 13th to the 14th January at the Bologna Exhibition Centre 21 leading companies from the sector of grocery retail will be attending (four more than last year's edition) and 528 producers (+9.8%) covering an exhibition space of 26 thousand m² (+11.5%) in 3 pavilions. Spaces sold out in December while there has been a high uptake for the online presale of tickets reserved for buyers and professionals from the sector of distributors' brands: food and non-food producers, packaging companies, research laboratories, services and communications firms, associations and specialized press.

The event will be opened on Wednesday 13th January with the opening Conference organized by ADM on the theme of "*Private Labels and Sustainability: a new commitment for the consumer*". This meeting will also see the presentation of the results of the study "*Distributors' brands: reasons for recognised trust*", promoted by the BolognaFiere Marca Observatory and carried out by Adem Lab-University of Parma. This is just the first of a series of specialist meetings and workshops, which together with the exhibition at Marca 2016, will examine the main themes facing the sector of Grocery Retail. This will be followed by a round table discussion on "*Materials in contact with food products: requisites of the MOCA and how to check them*", organized by Eurofishmarket, there will also be a workshop on "*The 3 Rs of sustainable packaging: Reduce, Reuse and Recycle*", organized by Be-Ma Editrice, and finally the presentation of the "*ADI Packaging Design Award*" promoted by the Association for Industrial Design (ADI). The award is an important acknowledgement for the most innovative products in the sector of packaging in Italy: a jury of three experts will select five products on display at Marca – two food products, two non-food and one more selected at the discretion of the jury. These five winners will join the shortlist for the "ADI Design Index 2017", the annual publication of the very best of Italian design, which also serves as a shortlist for the products nominated for the "*Compasso d'oro*", the design world's most prestigious award.

On Thursday 14th January the programme will include the workshop on the subject of "*The distributors' brand within the new scenario of consumption: innovation, quality, sustainability*", during which will be presented BolognaFiere's "*12th Marca Report on the evolution of private label products*," promoted by BolognaFiere and elaborated by Adem Lab-University of Parma and IRI. This will be followed in the afternoon with the conference "*There's a big green meadow: organic, big opportunities for grocery retail and copacker companies*", organized by AssoBio, the national association for businesses involved in the transformation and distribution of natural and organic products and fruit of BolognaFiere's extensive experience of organizing SANA (the Exhibition for Natural and Organic Products) and Biodiversity Park at Milan EXPO 2015. During Marca 2016 hundreds of B2B meetings will be taking place between exhibitors and important foreign buyers (at the 2015 edition 564 such meetings took place), thanks also to the adoption of a dedicated online platform used by BolognaFiere that enables the organization in advance of business meetings at the fair, thus optimizing the effectiveness of the various commercial meetings.

More than 250 new private label products will be showcased at Marca 2016. These main product innovations have been selected by each of the 21 leading grocery retail groups attending the event. Each group can exhibit up to 12 products, divided into 9 different goods categories: packaged foodstuffs, Fresh and fixed weight foodstuffs, Ice creams and frozen foods, products for animals,

products for people, home care, beers and beverages, alcoholic beverages, bazaar (small electric appliances, objects for the home etc.), which can all be found in the Marca 2016 Guide to Private Label Innovations. This selection will include many of the key innovations and tendencies just launched or set to hit the supermarket shelves in the near future. In addition to these, an even richer selection can be found in a single showcase available for all of the business community and on display in the connecting structure between pavilions 25/26 and 36.

Marca is the only event in Italy for Private Label products, while it is the second largest event of its kind in Europe and one of the leading events in the world. The following leading grocery retail groups will be participating at the 2016 edition: Auchan, Carrefour, Conad, S&C Consorzio Distribuzione Italia, Coop, Consorzio Coralis, Crai, Despar, Iper, Italy Discount, Marr, Metro, Risparmio Casa, Selex, Sigma, Simply, Sisa, Tigotà, TuoDì, Unes, Vègè.

Further information is available at www.marcabolognafiere.it

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