

**MARCA 2016: OPENING TOMORROW AT BOLOGNAFIERE THE EVENT FOR
PRIVATE LABELS
ADM CONFERENCE: PRIVATE LABELS AND SUSTAINABILITY, NEW COMMITMENT TO
THE CONSUMER**

**The presentation of Research into Private labels will be presented
The Right Honourable Paolo De Castro will be attending.**

Tomorrow on the 13th January in Bologna will see the opening of "Marca 2016", the international event for Private Label products organized by BolognaFiere in collaboration with the Association for Grocery Retail (ADM). Marca is the only event for private label products in Italy, the second largest in Europe and one of the leading events worldwide. In 2015 in the sector of packaged mass consumption goods private label products reached a share of 18.3%, in line with the previous year's trend. Analysis of the individual segments shows that the "Premium" and "Organic" products, those of the greatest value, registered significant growth: with sales for the Premium segment up by 13.1% and Organics up by 11%. The Fair Marca 2016 will open with the inaugural Conference organized by ADM on the theme "*Private Labels and Sustainability: a new commitment to the consumer*" (Gallery Hall pavilion 25-26, 10am), which will be introduced by BolognaFiere President Duccio Campagnoli, who has announced the participation of the Right Honourable Paolo De Castro, coordinator of the Agricultural Commission at the European Parliament.

"*Private label brands: the reasons for recognised trust*" will be the theme of the speech on the evolution of the private label sector by Guido Cristini, scientific coordinator of the Marca/BolognaFiere Observatory on private labels and professor of Marketing at the University of Parma. In 2015, in fact, private labels experienced a year in which quality took centre stage: the use of promotions was limited and there was a focus on the premium and organic segments. A lower price is no longer the sole factor of attraction, it has been accompanied by other dimensions that have become decisive elements determining the choices made by consumers based on quality, security, variety, tradition, sustainability and information.

At the conclusion of the conference a round table discussion will be held moderated by Andrea Cabrini, Director of Class CNBC, joining the debate will be Francesco Pugliese, President of ADM, Francesco Morace, President of Future Concept Lab, Massimiliano Dona, Secretary general of the National Union of Consumers and Marco Fanfani, President of TBWA. The latter will be inviting reflection on the concept of sustainability. This term is enjoying increasing use but is also the subject of a type of inflation, above all in terms of communications where there is a risk of trivializing the issue and making actions hard to distinguish from mere declarations of intent. What is fundamental, however, especially in communications is "the sustainability of sustainability". Finally, Massimiliano Dona will encourage the grocery retail brands to maximize their use of private labels also as a communication channel due to their increased sensitivity to themes considered important by consumers, such as the origin of the raw materials used, the indication of the factory that produced the product, respect for principles of sustainability, but also clarity (also in terms of graphics) of the labelling, aspects that are increasingly decisive in determining purchasing choices.

"Marca 2016" organized by BolognaFiere in collaboration with ADM, will take place from tomorrow, 13th to Thursday 14th at the Bologna Exhibition Centre. 21 of the leading groups in grocery retail will be participating (4 more than at the 2015 event) along with 528 companies involved in production (+9.8%) in an exhibition space of 26 thousand m² (+11.5%) spread over three pavilions. The following grocery retail groups will be participating: Auchan, Carrefour, Conad, Coop, Coralis, S&C Consorzio Distribuzione Italia, Crai, Despar, Iper, Italy Discount, Marr, Metro, Selex, Sigma, Simply, Sisa, Risparmio Casa, Tigotà, TuoDi, Unes, Vègè. The programme includes workshops and specialist conferences on the most pertinent themes in the sector of grocery retail. There will also be hundreds of B2B meetings between exhibitors and important foreign buyers (563 B2B meetings at Marca 2015).

Further information can be found at www.marca.bolognafiore.it.

Bologna, 12th January 2016