

NEW OPPORTUNITIES FOR PRODUCERS OF COMMERCIAL BRANDS SEMINARS ON PRIVATE LABELS IN THE LEAD UP TO “MARCA 2017”

The presentation on the 15th September of data for the first six months of 2016 concerning private labels.

October will see the continuation of the educational events involving the leading brands in grocery retail

Interest is growing in the national and international markets for private label products. An overview of the current scenario concerning private labels is set to take place at “Marca Training 2016” which will take place at Bologna on the 15th September on the theme of “New horizons in de-specialized distribution: players, processes and opportunities for Private Labels”. The seminar promoted by BolognaFiere in collaboration with ADEM Lab-University of Parma, is a lead-up event for “Marca 2017”, the thirteenth edition of the international event for private label products. Organized by BolognaFiere in collaboration with the Association for Modern Distribution (ADM), “Marca 2017” will be held at the exhibition centre in Bologna on the 18th and 19th January 2017.

The format for the coming seminar, reserved for co-packing companies that will be taking part in “Marca 2017”, will focus on the opportunities for development of private labels on online channels and on an international level. Spread over a full day, the event will include talks by experts from the private label sector including Gianmaria Marzoli, vice-president of IRI (Institute of Industrial Reconstruction) and Guido Cristini of ADEM Lab-University of Parma. Also lined up are speeches from representatives of the leading brands and companies such as Amazon, Coop Italia, Conad, Despar, Italdiscount, Risparmio Casa, Unes, in addition to leading companies involved in transport and logistics such as Number 1 Logistics Group, Stef Logistics Italia and XPO Logistics. The morning will be dedicated to the analysis of the private label scenario in Italy and for directors of development of ecommerce. In the afternoon logistical questions will be examined in-depth concerning both policies of delivery to the final consumers and strategies to provide private labels with an international dimension. In conclusion will be a presentation by the managers of some leading distribution groups of their policies for growing the value of their own brand products.

The seminar this year aims, above all, to analyse the problems of e-commerce linked to mass consumption goods in light of the changes in purchasing behaviour and final demand and to highlight the new opportunities both for producers of private label products and for the distribution groups interested in becoming involved also in foreign markets. The meeting will also include a presentation of the data for the first six months of 2016 for the Italian private label market in packaged mass consumption goods. In parallel to this seminar “Marca” continues its long-running programme of educational meetings with Italy’s leading groups, during which strategies and perspectives for organization and management for the development of products for private labels will be examined. These will be events reserved for the management of single groups and is organized by BolognaFiere. This coming October will see meetings with Unes and Despar. In May, meanwhile, it was the turn of Crai, while two years ago events were organized with the management of Vegè, Coop and Auchan.

“The organization of “Marca 2017” has begun,” explains Pierfrancesco Pigetti, manager of BolognaFiere, responsible for the event, “and, in spite of the sluggish economic context, we predict an increase in the number of co-packing companies present with their own products. This will further consolidate the positioning of Marca, Europe’s second largest event dedicated to private labels and one of the leading events of its kind in the world.”

The 2016 edition of Marca saw a record number of 8,465 professional visitors (data certified by ISF Cert ISO 25639), an increase of +22.9% compared with the 2015 edition. There was also an increase in the number of large groups participating (21 compared with 17 in 2015), of co-packing companies exhibiting (555 in total. +15.4%) and exhibition space (+12.6%). Further information can be found at www.marca.bolognafierte.it.

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Marca 2016

Press Office

Mediarkè srl

tel: +39 0645476584

email: marca.ufficiostampa@mediarke.it

ADM

Press Office

Beatrice Caputo, Mickol Lopez

tel: +39 02 725851

email: beatricec@bpress.it; mickoll@bpress.it

BolognaFiere SpA

Press Office

Gregory Picco

tel: +39 051 282862

email: gregory.picco@bolognafiere.it