

MARCA 2017: THE FAIR FOR PRIVATE LABELS IS ALMOST SOLD OUT TWO MONTHS AHEAD OF THE FAIR THE NUMBER OF PARTICIPANTS AND THE EXHIBITION SPACE IS SET TO BE HIGHER THAN EVER

The figures are very positive for “Marca 2017”. The coming edition of the International Exhibition for Private Labels is looking like it will be sold out. Organized by BolognaFiere in collaboration with ADM, the association that represents companies operating in grocery retail in their relationships with producers, the fair will take place on the 18th and 19th January 2017 at the Bologna Exhibition Centre. Two months ahead of the opening there are a significant number of co-packing companies exhibiting (over 100 new companies) and an even larger exhibition area (around 29 thousand m² in three new pavilions). The presence of all of the major companies involved in grocery retail has been confirmed. In the last edition in January of this year Marca experienced significant growth compared with the 2015 edition with 7,546 professional visitors, 21 large grocery retail groups and 55 exhibiting co-packing companies in an exhibition space of around 26 thousand m².

“We are very satisfied with the growing number of participants registered for the coming edition of Marca 2017, which confirms its position as the second largest event of its kind in Europe and among the leading events in the world for private label products,” explains Antonio Bruzzone, director general of BolognaFiere. “Our fair, in its thirteenth edition, offers producers the opportunity to develop business relationships with the leading companies in grocery retail, while enabling the partners of Marca to promote their strategies for the sector of private labels. In the coming edition we will continue with the training activities of the Marca Training Program aimed at encouraging the qualitative growth of the relationships in the production chain and the development of private label products and we will dedicate great attention to the activities designed to boost the international aspect of the business and the promotion of ‘made in Italy’ products.

“Marca is heading for success also in its 2017 edition,” explains Giorgio Santambrogio, President of ADM, “proof of how Marca has become an unmissable event for the world of both producers and distributors involved in private labels. The event enables businesses to begin new relationships and to develop existing ones with other operators in the sector. Marca has a constant focus on innovation, improving efficiency of the production chain and the satisfaction of the final consumer. These can be considered critical factors for success that have led private labels to assume a role as genuine brands and to earn appreciation as such.”

For further information see www.marca.bolognafiery.it.

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