

PRESENTATION DETAILS MARCA 2017

- Organization:** BolognaFiere
Date/Opening hours: 18-19 January 2017 / 9.30am – 6.00pm
Location: Bologna Exhibition Centre
Entrance: Ovest Costituzione, North
Trade sectors: Exhibition - Convention dedicated to the world of Private Labels for food producers, non-food producers, packaging companies, research laboratories, communications and image management companies, service companies (logistics, merchandising, trade-marketing, ICT), specialist press and associations.
- Admission details:** Tickets valid for the two days of the event
Tickets can be purchased at the ticket office at the Fair €140.000 (€135.00 online)
Holders of the online ticket can also purchase the CD containing the XII Report on Commercial Brands for the price of €35.00 (retail price €50.00), by showing the ticket at the Marca Event administrative offices (Service Centre, block C) during the two days of the event
- Exhibitors:** 615 companies (+16% compared with the 2016 edition)
- Exhibition Area:** Pavilions 15-18-20, for a total of di 29.000 m² (+12% compared with the 2016 edition)
- Foreign delegations:** A significant number of foreign delegations and individual buyers are expected: there will be operators from over 30 countries from Germany to Canada, from the USA to the Netherlands.

Conventions, seminars and meetings:

- 18 January 2017**
- 10.30am - Sala OPERA, Pavilion 18**
Opening convention: "PRIVATE LABELS AND THE CHALLENGE OF NEW PURCHASING PROCESSES"
- 3.00PM – Sala OPERA, Pavilion 18**
"PRIVATE LABELS: WHAT OPPORTUNITES FOR THE INDUSTRY?"
- 2.00PM – Marca Tech Packaging Lab Area Pavilion 18**
"PACKAGING: FROM ECO-DESIGN TO INTELLIGENT LOGISTICS TO REDUCE ENVIRONMENTAL IMPACT"
- 5.30pm - Marca Tech Packaging Lab Area Pavilion 18**
ADI Packaging Design Award
- 19 January 2017**
- 10.00am - Sala OPERA, Pavilion 18**
PRESENTATION "XIII REPORT ON THE EVOLUTION OF PRIVATE LABEL PRODUCTS IN ITALY"
- 2.00PM - Sala OPERA Pavilion 18**
"ORGANICS, A SAFE MARKET"
- In collaboration with:** AUCHAN, CARREFOUR, CONAD, S&C CONSORZIO DISTRIBUZIONE, COOP, CONSORZIO CORALIS, CRAI, DESPAR, IPER, ITALY DISCOUNT, MARR, RISPARMIO CASA, SELEX, SIGMA, SIMPLY, SISA, TIGOTA', TUODÌ, UNES, VÉGÉ

The next edition of Marca is due to take place from **17-18 January 2018**