

Press Release

MARCA 2017: THE PRIVATE LABEL EXHIBITION IS BIGGER THAN EVER 18 - 19 JANUARY AT BOLOGNAFIERE, GROWING NUMBERS OF EXHIBITORS AND BUYERS

Everything is set for Marca 2017, the international event for Private Label products, due to take place on the 18th and 19th January at the Bologna Exhibition Centre. Organized by BolognaFiere in collaboration with ADM, the Association that represents businesses in the sector of grocery retail in their relationships with producers, the fair is the second largest of its kind in Europe and among the leading events in the world.

The figures showing the growth of the event

The event has registered significant growth. With 615 co-packer companies exhibiting, the number shows an increase of +16% compared with the 2016 edition. The new layout of the exhibition space, with around 29 thousand m² spread across three new exhibition pavilions (15,18 and 20), represents an increase of +12%. The attendance of all of the leading groups in grocery retail has been confirmed: Auchan, Carrefour, Conad, S&C-Consortio Distribuzione Italia, Coop, Coralis, Crai, Despar, Iper, Italy Discount, Marr, Selex, Sigma, Simply, Sisa, Risparmio Casa, Tigotà, TuoDi, Unes, Vègè. Exhibition spaces have sold out.

International participation

There will also be a greater international presence at Marca 2017. The participation of official foreign delegations and individual buyers has been growing over the last three years with growth certified at 19%. The 2017 edition too forecasts a notable participation from all over the world: operators from 30 countries, from Germany to Canada, the USA to the Netherlands. In order to facilitate B2B contacts between foreign buyers and Italian companies BolognaFiere has developed "B2Match", an online platform that enables advanced planning prior to the fair, fixing targeted meetings with exhibitors while also serving to increase information sharing between buyers and co-packers. The meetings will take place in the International Lounge, an area reserved for B2B meetings.

Conventions, workshops and the 13° Marca Report

The programme for Marca 2017 includes workshops and specialist conventions on the latest themes in the sector of Grocery Retail. On Wednesday 18th January the fair will open with the convention on the theme "The Private Label and the challenge of new purchasing processes" organized by ADM: this will include the presentation of research and reflections on consumer behaviour, proposing also a discussion between industry and distribution on the role of brands, both those of producers and distributors. This will be followed in the afternoon with a convention "The Commercial Brand: the industry point of view", organized by IBC, the Association for the Consumer Goods Industry, in which will be presented new research on the strategic and operative implications for the industry of the distribution of grocery retail. Again in the afternoon will be the workshop "Sustainable packaging: from eco-design to intelligent logistics", organized by Be-Ma Editrice and by BolognaFiere, in which the use of eco-efficient and smart packaging will be discussed. Other important appointments are planned for Thursday 19th January. The morning will begin with the convention "Private Labels in the Premium segment: a success story made of tradition and innovation", organized by AdemLab and by BolognaFiere during which will be presented the "13th Marca Report on the evolution of private labels products in Italy", developed using the latest data from IRI. The convention will conclude with a round table discussion involving top managers from leading distribution groups and co-packing companies. This will be followed by the convention "Organics, a safe business"; organized by ADM and AssoBio.

Prizes awarded during Marca

Important prizes will be awarded as part of Marca 2017: The "ADI Packaging Award", the prize for the most innovative products in the packaging sector, inspired by a project by ADI - the Association for Industrial Design, and the "Think Tank Award", the prize awarded by GDO Week for the most innovative projects by young people in retail. Further information can be found at www.marca.bolognafiere.it.

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