

MARCA 2018 – PRESENTATION DETAILS

Organization: BolognaFiere

Date/Opening hours: 17th -18th January 2018 / 9.30am – 6.00pm

Venue: Bologna Exhibition Centre

Entrances: Ovest Costituzione, Nord

Trade sectors: Exhibition-Conference dedicated to the sector of Private Label products, in particular for food and non-food producers, packaging companies, research organisations, communications and image management firms, service companies (logistics, merchandising, trade-marketing, ICT), technical press and associations.

Admission to the event: Standard fee €70.

The ticket is valid for admission to the event on both days. Tickets can be purchased online or at the ticket booth located at the exhibition centre.

Exhibitors: 656 companies (+7% compared with the 2017 edition)

Exhibition space: Pavilions 21-22-26-26-36, for a total of 35.500 m² of exhibition space.

Foreign delegations: A significant number of foreign official delegations and single buyers are due to be in attendance, including operators from 80 delegations from 19 countries (Austria, Belgium, Canada, China, Croatia, Denmark, Egypt, France, Great Britain, Germany, Israel, Macedonia, Holland, Romania, Slovenia, Spain, Sweden, Switzerland, USA).

Conferences, seminars, meetings:

Wednesday 17th January 2018

PRIVATE LABELS: THE VALUE AND THE ROLE FOR THE COUNTRY SYSTEM

Ore 10 - Gallery Hall, pavilions 21-22

SMART PACKAGING, ADDED VALUE FOR RETAIL

Ore 14 - Gallery Hall, pavilions 21-22

THE ORGANIC TRAIN IS ON THE MOVE (AND NOONE CAN STOP IT NOW)

Ore 14:30 - Sala Bolero, Service Centre - Block B

ADI PACKAGING DESIGN AWARD 2018

Ore 17 - Gallery Hall, pavilions 21-22

Thursday 18 January 2018

PRESENTATION OF THE 14TH REPORT ON THE EVOLUTION OF PRIVATE LABEL PRODUCTS IN ITALY

Ore 10 - Gallery Hall, pavilions 21-22

THE FUTURE OF FRESH, PLANT-BASED CONVENIENCE FOODS IN GROCERY RETAIL

Ore 14:30 - Gallery Hall, pavilions 21-22

In collaboration with: AUCHAN, CARREFOUR, COOP, CONAD, CORALIS, CRAI, C3, DESPAR, IPER, ITALY DISCOUNT, LEADER PRICE ITALIA, MARR, REWE GROUP, RISPARMIO CASA, SELEX, D.it – DISTRIBUZIONE ITALIANA (SIGMA, SISA), SIMPLY, S&C, TUODÌ, UNES, GRUPPO VEGÈ, PAM.

Website: marca.bolognafiere.it; **social media:** twitter.com/MarcaByBF;

www.linkedin.com/company/marca-by-bolognafiere;

www.youtube.com/playlist?list=PLA8B10C9A0567D7CF.

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