

## **MARCABYBOLOGNAFIERE TO INCLUDE A HALL DEDICATED TO THE NON-FOOD SECTOR**

**An increase of 15% in the number of companies in the non-food sector at the event**  
**A trend of constant growth in the number of exhibitors (+10%) in the last 5 years**

**An entire hall reserved exclusively for non-food private label products** is just one of the new features of the 16<sup>th</sup> edition of **MarcabyBolognaFiere, the Private Label Exhibition and Conference, that will take place on 15 and 16 January 2020, organised by BolognaFiere in collaboration with ADM (the Italian Grocery Retail Association).**

The new layout will further reinforce the position of the event within the international scenario. With an even more defined articulation of trade sectors, Italian and foreign operators will be able to optimise their visits to the event, assisted by exhibition routes that are more immediately perceptible.

The 2020 edition will see a **further increase in the exhibition presence (+10%) for the fifth consecutive year; also growing is the range of organic products that represent a quarter of the exhibition space. There will also be an increase of 15% in the number of companies participating from the non-food sector.** These, which will be positioned in **the newly assigned hall (hall 36), number more than 100, operating in sectors such as personal care and homecare,** and have already confirmed their participation, making up a total of more than 50 trade categories and hundreds of individual products. All of which will be taking place in an exhibition space of more than 3,500m<sup>2</sup> designed to ensure effectiveness in commercial matching. Within this space alongside the co-packers, and demonstrating the growing importance of the sector, there will also be representatives of some of the Large Retail Groups that sit on the fair's technical Scientific Committee as well as a second stand specifically to host buyers from the non-food sector.

The new exhibition area completes the layout of MarcabyBolognaFiere 2020 combining with the existing halls 25 and 26 and the new halls 29 and 30 (the latter created as part of the renovation and extension plan at the Bologna Exhibition Centre that, on completion of works in 2024, will see an expansion of over 30% of the exhibition space available and 90% of the structure newly built or renovated).

Among the new initiatives at the event is the debut of **MARCA FRESH**, a space reserved entirely for the new innovations from the compartment of fresh goods, positioned within the fair in such a way as to **showcase the sector of fresh fruit and vegetables** and invite operators involved to discuss the topic of **sustainable innovation.**

Offering new business opportunities to the thousands of professional operators visiting the fair will also be the new **Satellite Fair** held in hall 28, in which the latest market trends – **organic, free-from, traceability and mass catering** – will be examined in focus sessions for operators with a brand new formula that will combine cultural and exhibition content.

Returning to the event in an extended form will be the seventh edition of **Marca Tech**, the area reserved for **packaging, logistics and digital industry**, which enable greater efficiency in the management of modern trade. Also in this case there has been a significant increase in attendance of around 10%. As part of the event's new layout, Marca Tech will be hosted in Hall 30 of the Bologna Exhibition Centre.

The 2019 edition of the event concluded having registered the attendance of 746 exhibitors and more than 10,100 professional operators (+7% compared with 2018), with an increase in the number of foreign operators of 11% further confirming the interest in 'made in Italy' products.

Website: <http://marca.bolognafiere.it>.

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