

MARCABYBOLOGNAFIERE 2021: MARKED POSITIVE TREND IN BOOKINGS TO PARTICIPATE AT THE EVENT SCHEDULED FOR 13 AND 14 JANUARY 2021 IN BOLOGNA

The leading event for the sector of Private Labels, in which the Grocery Retail sector plays a central role, for more than 17 years has represented an important opportunity to discuss and analyse market trends and to plan business strategies. **The next edition of the event**, which is organised by BolognaFiere in collaboration with ADM, the Grocery Retail Association, **has been announced in the context of highly encouraging numbers of requests to participate. Five months ahead of the date there is a tangible excitement amongst the business community and a determination to kick-start the economy in the post-pandemic period.**

“Seeing such substantial demand to participate from the business community,” announced Antonio Bruzzone, General Manager of BolognaFiere, *“in a year in which we were forced to face up to the reality of the pandemic emergency is, for our Company, a real source of pride. My sincere thanks go to those companies that have shown that they believe in the value of MarcabyBolognaFiere as an essential moment to develop new business and new contacts, confirming their presence at the next edition well ahead of the event. In recent months the structure, in close collaboration with our partner ADM and the Technical-Scientific Committee, has worked on further enhancing the fair with new initiatives to make participation at MarcabyBolognaFiere even more strategic and effective.”*

The positive trend in requests to attend MarcabyBolognaFiere 2021 also reflects the dynamism of Private Label products, which in Italy have substantial potential to continue increasing their market share: in France this product category makes up 33.9% of the Food sector, in the Netherlands 30% (with constant progress), in Italy this number is 22.3% (+2%), the only country in Europe experiencing a countertrend is the United Kingdom that registered a drop of 2.8% but this should be viewed in the context of a level of market penetration of 53%; in the USA finally, Private Label products make up 18.7% (+0.5%). (Source IRI-Consumer Spending Tracking, May 2020).

New layout and safety a priority at MarcabyBolognaFiere 2021

Professional operators attending the event will be able to move around within a layout that has been enhanced from previous editions and that will include **seven large exhibition pavilions**, in fact, in addition to the usual pavilions **25, 26, 28 and 29**, **MarcabyBolognaFiere 2021 will also include the Bologna Exhibition Centre pavilions 31, 32 and the brand new pavilion 37**, ensuring the optimal conditions for holding the event in complete safety also thanks to the pathways created to rationalise visitors flows and the safety protocols that will be applied.

MarcabyBolognaFiere 2021 will dedicate **pavilions 25, 26, 28, 29 and 37** to the Food sector while **NON FOOD will be housed in pavilions 31 and 32. Two entrances will be available to exhibitors and operators: the Nord entrance and the Ovest-Costituzione entrance.** The former is connected directly to the motorway network and the car park system (more appropriate for those arriving by car), the latter is connected to the railway station, the city centre and the Guglielmo Marconi International Airport via public transport links (more appropriate for those traveling by train or plane).

Focus dedicated to emerging trends: Fresh produce, Wine and Free-From products take centre stage

A key feature of MARCAbyBolognaFiere has always been how it highlights emerging trends, dedicating space and specific opportunities to examining these in depth.

In 2021 the event will propose the new **MARCA WINE AREA** and the **FREE FROM HUB** alongside the second edition of **MARCA FRESH**, the space reserved for the sector of **fresh produce**, mainly fruit and vegetables (but set to involve all sectors of fresh products), that promotes the relationships between producers and

distributors, highlighting three primary objectives in terms of business strategy: *Innovation, Experience and Networking*.

The new **WINE** area will be situated within the FOOD pavilions and will offer the leading producers the opportunity to network and dialogue with the representatives of the Grocery Retail sector to reinforce the presence of their products in retail points. It would be inconceivable not to include Wine among the protagonists of MARCABYBolognaFiere 2021, the substantial increase in sales of wine in **Grocery Retail** has transformed this channel into one of the main markets for the wine sector. The ever-increasing quality of **Private Label** wines on sale through **Grocery Retail – including also appellation and designated origin labels** – has helped change consumers' perceptions of this product, which is gradually earning a market share of particular interest to other traditional channels, marking a net change in sales trends. An interesting webinar (held in July) has also been dedicated to this topic, arousing substantial interest from operators, the webinar is available at the link <https://www.youtube.com/watch?v=iu2rDEb-tYw&feature=youtu.be>

Presented at MarcabyBolognaFiere 2020, the initiative the **FREE FROM HUB**, which was born from the know-how of BolognaFiere and Bos, will be repeated at the 2021 edition with the aim of representing the Italian and international free-from market. The market is showing that growing attention is being paid to **healthy food** in its broadest iteration: healthy food that is good for the body both for beneficial properties that have been added to it, in the case of **rich-in** foods, or ingredients removed in the case of **free from**. Consumers are increasingly interested in the concept of healthy eating, prioritising functional, organic and free-from products. This trend will be taking centre stage at MarcabyBolognaFiere 2021 as part of the **FREE FROM HUB** that will include also a new **Functional Food Hub** to provide exhaustive answers and promote new business opportunities.

Great opportunities for exhibitors at MarcabyBolognaFiere 2021 with the option of accessing SIMEST financing for participation in international trade fair events in Italy

As part of the interventions established relating to the recovery of the Italian trade fair sector and connected measures to support SMEs, the decree extending finance at subsidised rates has been confirmed also for participation at international trade fairs which take place in Italy, such as MarcabyBolognaFiere.

Ministry of Foreign Affairs and Cooperation – Decree 11 June 2020 – Extension to Countries of the European Union of the operations of the fund 394/81. (20A04004) – GU General series n. 188 of 28-07-2020.

The initiative offers particularly advantageous conditions, including: SIMEST financing (currently 0.085%, equivalent to 10% of the EU reference rate), a financeable sum of up to 150,000 euros per initiative; cover that can reach 100% of expenses per exhibition, logistics, promotion and consultancy area connected to participation in trade fairs and exhibitions; a duration of 4 years of which the first year is repayment-free. It will be possible to obtain up to 40% as a funding grant, therefore a substantial “discount” on the cost of participation in MarcabyBolognaFiere 2021.

Furthermore, the request for finance, which must concern one single initiative, can be repeated for other events as long as they respect the maximum set limits; the finance can be activated also in combination with measures provided by local institutions (Regional authorities, Chambers of Commerce etc.) for eventual costs not contemplated by the latter but covered by the SIMEST offer. The compilation and presentation of the request can be made directly online through the SIMEST portal (www.sacesimest.it) beginning from 6 August 2020. Discover all the details at: <https://www.simest.it/partecipazione-a-fiere-e-mostre>

MarcabyBolognaFiere, on 13 and 14 January 2021, meet with the protagonists of the market. www.marca.bolognafiere.it

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