

MARCA DIGITAL SESSION **a new platform at the service of business**

Ahead of the recommencement of the in-person event, BolognaFiere, in collaboration with ADM, the Italian Grocery Retail Association, is launching a new digital project, **MARCA DIGITAL SESSION**, to support and boost dialogue between the retail groups at MarcabyBolognaFiere and their Private Label partners. The initiative is integrated with the Marca Training Program, to keep the Private Label business community active and to enable national and international buyers and exhibitors to meet on a new virtual platform.

MARCA DIGITAL SESSION is capitalizing on and reinforcing foreign operators' growing interest in the event and the collaboration with ICE - the Italian Trade Agency, which for many years has been running an invitation campaign aimed at category managers and buyers from the leading international chains.

The travel restrictions imposed by the Covid-19 pandemic have provided further reasons to create new tools for the business community and to boost commercial contacts worldwide. And it is with this goal that BolognaFiere, in collaboration with ADM, is launching **MARCA DIGITAL SESSION** that, **on the days immediately preceding the fair – from 15 to 25 March – will enable operators to meet and talk on the digital platform to establish an initial contact that could later be consolidated at the real event with one-to-one meetings.**

The schedule of digital B2B meetings between exhibitors and buyers will be hosted on the B2Match platform, which has already been used successfully at past editions for meetings as part of the International Buyer Programme. The latest edition of MarcaByBolognaFiere **played host to operators from 32 different countries**, demonstrating the notable attractiveness of 'made in Italy' products on global markets. Now, thanks to MARCA DIGITAL SESSION, operators will be better equipped to plan their meetings, being able to count on a detailed profile and advanced search features based on country and product type.

The three simple steps to take part in MARCA DIGITAL SESSION. The first is **Registration**, buyers and exhibitors are invited to create a profile, the second is **Reservation**: beginning from 15 February, participants at the Digital Session will be able to consult the list of partners with whom to request appointments and confirm meetings, thus generating a personalized schedule. The third and final step is represented by the **Meetings** that will be able to take place from 15 to 25 March 2021 online, through the video system integrated into the platform.

Exhibitors at MarcabyBolognaFiere are entitled to a special rate for taking part in MARCA DIGITAL SESSION.

MarcabyBolognaFiere, organized by BolognaFiere in collaboration with the Italian Grocery retail Association (ADM), is a large international event for Private Label products and is Europe's second largest trade fair for the Private Label sector. Now in its 17th edition, MarcabyBolognaFiere is the only Italian event dedicated entirely to commercial brands, showcasing an extensive selection of Italy's finest Private Label products.

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