

## **MARCA 2016: RECORD EDITION FOR THE EVENT FOR DISTRIBUTORS' OWN BRAND PRODUCTS A GROWING NUMBER OF EXHIBITORS AND COMPANIES PARTICIPATING EXHIBITION AND CONFERENCE ON THE 13<sup>TH</sup> AND 14<sup>TH</sup> JANUARY AT BOLOGNAFIERE**

All is set for "Marca 2016", the international event for Distributors' own brand products, organized by BolognaFiere in collaboration with ADM. This important event promises a record-breaking edition. From the 13<sup>th</sup> to the 14<sup>th</sup> January at the Bologna Exhibition Centre 21 leading companies from the sector of grocery retail will be attending (four more than last year's edition) and 528 producers (+9.8%) covering an exhibition space of 26 thousand m<sup>2</sup> (+11.5%) in 3 pavilions. Spaces sold out in December while there has been a high uptake for the online presale of tickets reserved for buyers and professionals from the sector of distributors' brands: food and non-food producers, packaging companies, research laboratories, services and communications firms, associations and specialized press. The 2015 edition of Marca attracted 6,886 visitors.

In addition to the exhibition space, the programme for Marca 2016 will involve a series of conferences and workshops on the most pertinent themes for the sector of Grocery Retail. The event will open on Wednesday 13<sup>th</sup> January with the opening Conference organized by ADM on the theme of "*Distributor's brands and sustainability: a new commitment for consumers*". This meeting will also see the presentation of the results of the study "*Distributors' brands: reasons for recognised trust*", promoted by BolognaFiere and carried out by Adem Lab-University of Parma. This will be followed by a round table discussion on "*Materials in contact with food products: requisites of the MOCA and how to check them*", organized by Eurofishmarket, there will also be a workshop on "*The 3 Rs of sustainable packaging: Reduce, Reuse and Recycle*", organized by Be-Ma Editrice, and finally the presentation of the "*ADI Packaging Design Award*" promoted by the Association for Industrial Design (ADI).

On Thursday 14<sup>th</sup> January the programme will involve the workshop on the subject of "*The distributors' brand within the new scenario of consumption: innovation, quality, sustainability*", during which will be presented the "*12<sup>th</sup> Marca Report on the evolution of Distributors' brand products*," promoted by BolognaFiere and elaborated by Adem Lab-University of Parma and IRI. This will be followed in the afternoon with the conference "*There's a big green meadow: organic, big opportunities for grocery retail and copacker companies*", organized by AssoBio, the national association for businesses involved in the transformation and distribution of natural and organic products. During Marca 2016 hundreds of B2B meetings will be taking place between exhibitors and important foreign buyers (at the 2015 edition 564 such meetings took place), thanks also to the adoption of a dedicated online platform used by BolognaFiere that enables the organization in advance of business meetings at the fair, thus optimizing the effectiveness of the various commercial meetings.

"Marca is the only event in Italy for Distributors' brand products, while it is the second largest event of its kind in Europe and one of the leading events in the world. The following leading groups will be participating at this year's edition: Auchan, Carrefour, Conad, S&C Consorzio Distribuzione Italia, Coop, Consorzio Coralis, Crai, Despar, Iper, Italy Discount, Marr, Metro, Risparmio Casa, Selex, Sigma, Simply, Sisa, Tigotà, TuoDi, Unes, Vègè.

Further information is available at [www.marca.bolognafiere.it](http://www.marca.bolognafiere.it)

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