

## Marca by BolognaFiere 2024: growth and internationalisation, towards a successful 20th edition

After the excellent results of the 2023 edition, with more than 900 exhibitors and 17,000 visitors, **Marca by BolognaFiere** is entering into the swing of the next edition, the 20th, scheduled for **16 and 17 January 2024**.

### PRIVATE LABEL: ADDED VALUE

A reference event for companies, professionals and buyers operating in the private label and modern distribution market, both national and international, **Marca by BolognaFiere** has grown in strategic importance and size over the last five years, advancing hand in hand with the establishment of the private label in Italy. This growth reveals how the Private Label is a strategic asset in the country's economy, increasingly present in the Italians' shopping trolley, confirming itself as the alternative preferred by consumers in this critical scenario weighed down by uncertainty, inflation and high spending costs.

Trends and scenarios that will be the subject of discussion and analysis during the inaugural conference organised by **ADM - Associazione Distribuzione Moderna** (Modern Distribution Association), BolognaFiere's historical and strategic partner in organising the event, and during the presentation of the **20th Marca by BolognaFiere Report** entrusted to **Circana**.

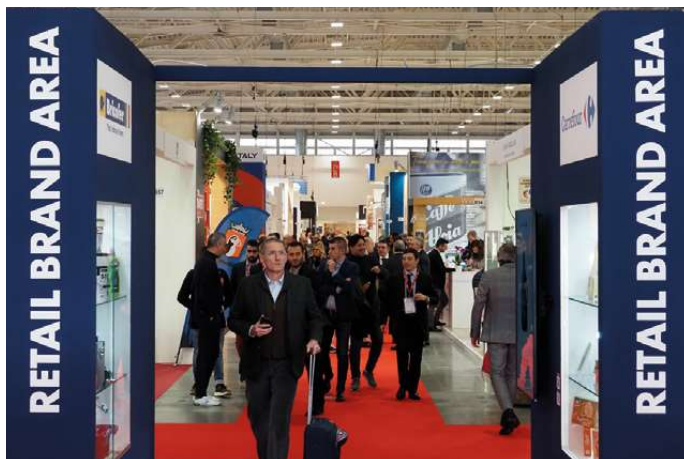
### TOWARDS MARCA BY BOLOGNAFIERE 2024

In view of the twentieth edition, planning activities are already underway to increase the presence of national and international buyers, for whom **Marca by BolognaFiere** qualifies as a key appointment to discover the best of private label products on offer, and where the involvement of the **major retail brands** is confirmed as members of the event's technical-scientific committee.

A two-day occasion whose success is clearly visible in the interest and applications gathered so far from companies. The square metres of the exhibition area allocated to date are growing, and by a lot, compared to the same period of last year, with **estimates of expansion exceeding 12%**.

In particular, the number of **new companies and small businesses** intending to make contacts and create relationships to grow their business is increasing.

The 2024 edition of the exhibition will feature a **layout** characterised by **larger**, well-organised and easily accessible spaces. In this context, the **food** sector will maintain its central role, with a significant participation of companies that will present their **latest innovations** and products at the exhibition. Likewise, further expansion of the **non-food** sector is expected, which will further enrich the offer of home and personal care products, with a focus on effectiveness and sustainability.



**maRca**  
by **BolognaFiere**  
PRIVATE LABEL CONFERENCE AND EXHIBITION

# SHOW YOUR BUSINESS POTENTIAL

**16-17**  
**Gennaio**  
**January**  
**2024**

**20<sup>a</sup> EDIZIONE**  
**20<sup>th</sup> EDITION**

an event by **BolognaFiere** with the patronage of **ADM** ASSOCIAZIONE DISTRIBUZIONE MODERNA

The two thematic formats, **Marca Fresh** and **Marca Tech**, are confirmed for 2024, and both are growing. **Marca Fresh**, an area dedicated to sustainable innovation in the fresh produce sector, organised by BolognaFiere in collaboration with SGMMarketing, is already attracting significant participation. This area will continue to be a place for sharing and analysing the various issues related to the sector. **Marca Tech**, which will celebrate its tenth anniversary in January, will also remain central to tackling, with an innovative and sustainable approach, topics related to the supply chain of private label products, packaging, logistics, raw materials, ingredients, technology and services.

### INTERNATIONALISATION AT THE CENTRE

With the aim of securing an increasing number of international chains for the January event and facilitating the entry of Italian companies into foreign markets, BolognaFiere has implemented several actions to give further impetus to the internationalisation process of the manifestation, which already organised over **3,000 B2B meetings** between exhibiting companies and visiting foreign delegations: more than **200 foreign buyers** involved, with significant attendance from North and South America, some eastern countries (Romania and Slovenia), western Europe (France, Denmark, Germany and England), Israel and Saudi Arabia. In this sense, particular attention will be paid to the new edition of the **Private Label Selection (IPLS) Award**, to identify the ten most interesting and innovative branded products for international markets.

The partnership with **ICE-Agency for the promotion abroad and internationalisation of Italian companies** will continue to encourage the incoming of foreign operators, together with BolognaFiere's specific know-how in this field and renewed agreements with the widespread and growing **network of foreign agents** operating in the main European and non-European markets, such as Spain, Portugal, the UK and Poland, with the aim of bringing more and more foreign delegations to the exhibition.

[www.marca.bolognafiere.it](http://www.marca.bolognafiere.it) |   