



MARCA BY BOLOGNAFIERE, THE LEADING EVENT IN ITALY FOR THE PRIVATE LABEL SECTOR

16-17 JANUARY 2024
BOLOGNA, ITALY

The 20th edition of Marca By BolognaFiere, scheduled in Bologna on 16 and 17 January 2024, will be a prestigious showcase where the most influential voices of the industry will meet and where trends and market innovations will be discovered. Marca by BolognaFiere confirms the involvement of the leading retailers in the large-scale sector as members of the event's Technical-Scientific Committee and is actively committed to encouraging an increase in the number of visiting national and international buyers.

Animating the days of the exhibition will be both the inaugural conference organised by ADM - Associazione Distribuzione Moderna, BolognaFiere's historical and strategic partner, and the presentation of the 20th Marca by BolognaFiere Report entrusted to Circana.

The number of registrations is confirmed to be growing in all sectors, food and non-food, showing that the exhibition is a great opportunity to get to the heart of the business, touch products and close contracts between quality companies and retailers. In particular, the number of new companies and small businesses intent on growing their business is increasing.

The exhibition area is increasing, with estimates for expansion exceeding 12%: larger. Well-organized and easily accessible spaces will characterize the 2024 edition.

An important exhibition for the large-scale retail trade/consumer goods sector that is renewing its fundamental assets starting with the two thematic formats Marca Fresh and Marca Tech, both of which are growing.



Marca Fresh, an area dedicated to sustainable innovation in the fresh produce sector, organized by BolognaFiere in collaboration with SGMarketing, is already attracting significant participation. This area will continue to be a place for sharing and analyzing 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.

After the success of past years, the third edition of the International Private Label Selection (IPLS) is back again in 2024 to select the ten most attractive and innovative private label products for international markets

through a dedicated contest. The IPLS Contest is promoted by Marca by BolognaFiere in cooperation with IPLC - The Retailer Brand Specialists. Private label products are an extraordinary lever to enter international markets: an opportunity to be seized by companies that want to start or develop an international development strategy.

To ensure greater participation of international chains and facilitate Italian companies' access to foreign markets, BolognaFiere is implementing several initiatives aimed at enhancing the internationalization process of the exhibition.

www.marca.bolognafiere.it