



MARCA BY BOLOGNAFIERE 2024: Growth And Internationalization, Towards A Successful 20th Edition

16-17 JANUARY 2024
BOLOGNA, ITALY

Marca by BolognaFiere is preparing for the 20th edition of their exhibition, scheduled for 16-17 January 2024, following the successful 2023 edition which had over 900 exhibitors and 17,000 visitors.

PRIVATE LABEL: ADDED VALUE

Marca by BolognaFiere is a significant event for companies, professionals, and buyers involved in the private label and modern distribution industry, both nationally and internationally. Over the past five years, it has grown in size and strategic importance, paralleling the rise of private label products in Italy. This growth highlights the importance of private label as a strategic asset in the country's economy. Private label products are becoming increasingly prevalent in Italian consumers' shopping carts, as they are seen as a preferred alternative in a critical scenario marked by uncertainty, inflation, and high spending costs.

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

More than 17,000 operators and visitors (40% more than last year) crowded the six exhibition halls and 23,000 square meters of exhibition space. A larger number of exhibitors, more than 900 companies (+10%), along with more than 2,500 brands invested significantly in the quality of their stands, further confirming the



importance of this event. The involvement of 4 additional large Grocery Retail groups brought the total to 22 representing the country's leading retailers. All the retail groups sat on the Marca by BolognaFiere Technical Scientific Steering Committee and showcased their new private label products to an international public. Their stands were filled with a variety of interesting food and non-food products, many of them related to specific moments of consumption, like breakfast, evening drinks and aperitifs.

Thousands of operators participated in Marca by BolognaFiere's scientific program, which offered an opportunity to get up to speed on everything related to Private Labels through conferences, presentations of market data, workshops and specialized meetings. The packed opening conference was one of the main events: it was organized by ADM, Marca by BolognaFiere and The European House-Ambrossetti, in collaboration with Ipsos and IRI, and included the presentation of the latest Position Paper by The European House-Ambrossetti, a study by Ipsos on the social and economic climate, and the 19th Marca by BolognaFiere Report, the annual snapshot of the role of Private Labels outlined by IRI.





TOWARDS MARCA BY BOLOGNAFIERE 2024

In view of the twentieth edition, planning activities are 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.

The two-day event has been highly successful, as evidenced by the interest and applications received from various companies. The exhibition area allocated has grown significantly compared to the same period last year, with an estimated expansion of over 12%. Notably, there has been an increase in the number of new companies and small businesses looking to establish connections and build relationships to boost their business growth.

The 2024 edition of the exhibition will feature a layout characterized by larger, well-organized and easily accessible spaces.



INTERNATIONALIZATION AT THE CENTER

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 internationalization process, 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 (PLS) Award, to identify the ten most interesting and innovative branded products for international markets.

The partnership with ITA-Agency for the promotion abroad and internationalization 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.

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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.

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.