

## MARCA 2019 (16-17 JANUARY) TO TAKE PLACE IN THE NEW BOLOGNAFIERE PAVILIONS

**THE 2018 EDITION ATTRACTED 9,583 VISITORS (+21%) AND 706 EXHIBITORS (+15%)**

### REGISTRATIONS OPEN FOR 2019

**MARCA by BolognaFiere, the International Private Label Exhibition and Conference organised by BolognaFiere in collaboration with ADM**, will be occupying five pavilions for its 15<sup>th</sup> edition, due to be held on the 16 and 17 January 2019. In addition to the usual pavilions 25 and 26, the exhibition spaces of the only event of its kind in Italy in the sector of Private Labels and the second largest event in Europe, will be the new pavilions 28,29 and 30, which are currently undergoing a total renovation. In fact, the Bologna Exhibition Centre as a whole is being renovated and enlarged as part of a project involving an investment of 100 million euros to develop a total exhibition space of 140 thousand m<sup>2</sup> by 2022.

The results from the last edition of Marca demonstrate further growth confirming the event as the Italian reference point for retail groups, producers and distributors. Visitor numbers reached 9,538, with an increase of 21% compared with the 2017 edition, a trend that is more than positive and can be seen alongside the number of exhibitors (706, +15% on 2017) and the exhibition space sold (+11%). Also the international participation in the event has been reinforced, already bringing to the fair 80 foreign delegations from 19 different countries, with a notable presence of category managers from the world of retail, a result achieved also thanks to the fundamental support of the Italian agency for the promotion and internationalisation of the nation's businesses (ICE). Furthermore, Marca offers workshops and specialist conventions to showcase new purchasing processes and the developments that are radically transforming this sector. And the entire sector is growing: Private Labels are increasingly becoming fully-fledged brands that meet the needs of consumers just like industrial brands and with important results. In 2017, in fact, for the first time in Italy in the sector of packaged mass production goods, revenues from private labels exceeded 10 billion euros, with a market share of 18.7%.

The application procedure to participation is now open. Click on the following link to apply.  
<http://www.marca.bolognafiere.it/espore/diventa-espositore/domanda-di-partecipazione/1408.html>.

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