

## **BOLOGNAFIERE CHINA AND SHENZEN RETAIL BUSINESS ASSOCIATION SIGN AN AGREEMENT TO ORGANIZE MARCA CHINA INTERNATIONAL PRIVATE LABEL FAIR 2021**

***An agreement has been signed between BolognaFiere China Ltd. and Shenzhen Retail Business Association to organize Marca China International Private Label Fair. The first edition of the event will take place from 8 to 10 June 2021 at the Shenzhen World Exhibition & Convention Centre.***

MarcabyBolognaFiere's exhibition network is expanding with a new initiative on the Chinese market that, following the signature of an agreement, will see a partnership with the Shenzhen Retail Business Association.

Marca China will be a strategic event for providing access to the Asian market for Private Label products and for developing commercial contacts with the leading distribution channels, digital platforms and e-commerce. The event will provide an opportunity for dialogue and discussion with a market that is highly appealing for Italian companies, experiencing constant growth and open to new development models focused on the sustainability and quality of food products.

MarcabyBolognaFiere, by launching the Marca China project, is advancing on its pathway of supporting the internationalization of Italian businesses, activating a commercially synergic platform that offers important business opportunities for national companies that will be supported in developing strategies for working in China, thanks to the know-how of BolognaFiere and BolognaFiere China. Furthermore, the involvement of the Shenzhen Retail Business Association will boost the opportunities to approach the Chinese market, which will be analysed in greater depth at the next edition of MarcabyBolognaFiere.

The new trade fair is part of a wider plan of action developed by BolognaFiere and FederBio to support the Italian organic sector in the promotion and internationalization of organic businesses, which can also benefit from the direct involvement of ICE-ITA, the Italian trade Agency.

Also contributing to achieving the plan's objectives is the recent agreement between FederBio and the China Organic Food Certification Centre (COFCC), the main official control and certification body for the organic sector in China.

The partnership between BolognaFiere China Ltd and Shenzhen Retail Business Association is set to expand the market for Private Label products in the Greater Bay area, promoting extensive participation from professional operators in the Grocery Retail sector, convenience stores, professional retail points, e-commerce and the Ho.Re.Ca sector. Marca China will, therefore, serve as a commercial platform enabling companies to explore and expand their business and sales channels in South China.

*"The partnership with Shenzhen Retail Business Association," announces Marco Tchen, President of BolognaFiere China, "will be strategic to the success of the event and fundamental for all organizational areas from recruitment of exhibitors, to the promotion among professional operators and for the organization of the conventions that will complete the event."*

Marca China was created from the experience of BolognaFiere in the organization of MarcabyBolognaFiere, an event dedicated to the sector of Private Label products that is now in its 17<sup>th</sup> edition.

More than 500 exhibitors are due at the first edition of Marca China, in an exhibition space spanning more than 20,000 square metres, 20,000 professional operators are expected to attend (from around thirty countries and regions). The trade sectors involved at the event will be: food, fresh products, organic products, products for the home and free time, personal care products, pet food and products, packaging, technologies and services, retailers and e-commerce.

At the same time as Marca China, the Shenzhen Exhibition Centre will be hosting Wine to Asia 2021, a new event that will enable participants to keep up to date with the emerging trends in the sector of Wine in China and the Asian markets and to develop promising commercial synergies.

A leading player in international trade fair organization, each year the BolognaFiere Group organizes around one hundred events in Italy and abroad, prevalently B2B events with a significant international dimension. The company has been operating in the Asian market since 2007 through BolognaFiere China Ltd., which is now involved in organizing around 30 events.

Founded in 1997, Shenzhen Retail Business Association brings together more than 700 associates that are active in 40 trade sectors. The association includes the majority of large and medium-sized retail chains and brands in the Shenzhen area.

For information about the event Marca China: <http://www.marcachinafair.com/en>

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