NEW DATES FOR MARCABYBOLOGNAFIERE
The in-person event is now scheduled for 23 - 24 June 2021. The digital platform will be online from 15 - 25 March to support operators in the run up to the event

The pandemic curve, the progress of vaccination campaigns on an international scale and the government measures that actually prevent the hosting of trade fair events in the first three months of the year are all determining a reorganization of the 2021 trade fair calendar. The goal of the organizers is to identify the best possible conditions in which to hold events, avoid schedule clashes and, at the same time, ensure that they are planned to take place at a time when the presence of national and international operators will be possible.

In line with these objectives, BolognaFiere, organizer of MarcabyBolognaFiere, in collaboration with ADM, the Italian Grocery Retail Association, has decided to postpone this year's event until 23 - 24 June 2021.

In view of MarcabyBolognaFiere's leading role and reputation with the business community (not only nationally), the organizers have chosen to postpone the event in order to ensure it can take place in a format coherent with the its own acknowledged high standards, in full safety and in line with the expectations of the market. This decision serves also to protect the investments of exhibitors and visitors that, over the years, have been key to the event's success.

In addition to the rescheduling of MarcabyBolognaFiere, **a series of initiatives in the run up to the event will** enable businesses and operators to develop new commercial contacts, explore additional business opportunities **and take full advantage of the two days of the fair.**

The scheduled initiatives includes: **from 15 - 25 March 2021 MARCA DIGITAL SESSION**, the initiative that supports and boosts dialogue between retail groups and their Private Label partners, helps in the definition of new business strategies on a global scale and in setting up subsequent meetings at the Exhibition Centre, where it will also be possible to present products to the market.
MARCA DIGITAL SESSION serves to focus foreign operators' attention on the event and is also supported by the existing collaboration with the Italian Trade Agency alongside which, for many years, we have been implementing an important invitation campaign targeted at managers of private labels as well as category managers and buyers from the main international chains. This collaboration highlights MarcabyBolognaFiere's role as an essential reference point for the sector at institutional level.

Also in the run up to the event in June are two important conventions that have been confirmed to take place on **24 and 25 March**. **Each year these conventions offer in-depth analysis of the main market trends** as well as additional interpretations.

In particular: **the traditional ADM Convention in collaboration with The European House - Ambrosetti** will take place on **24 March**, followed on **25 March by the presentation of the 17th MarcabyBolognaFiere Report that analyses the evolution of Private Label Products, organized by BolognaFiere and ADM, in collaboration with IRI and IPLC**.

Environmental sustainability in the retail world, e-commerce, blockchain and digitalization are all central to the choices made by Europe's leading retail groups and these are just some of the themes that will be discussed in depth at roundtables that foster the debate and involve expert contributors and leading players from the sector. The analysis and discussions of experiences and trends in Europe, proposed by the IPLC in the event on 25 March, will serve as essential tools to support the internationalization strategies that MarcabyBolognaFiere makes available to the business community for the sector.

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