

**Marca by BolognaFiere raises the curtain on edition number 18
5 exhibition halls, 900 exhibitors, and 18 large grocery retail groups**

Appointment on 12 and 13 April 2022 at the Bologna Exhibition Centre

Bologna, 12 April 2022 - On Tuesday 12 and Wednesday 13 April 2022 the Bologna Exhibition Centre will be shining the spotlight on five exhibition halls for the eighteenth edition of Marca by BolognaFiere, the only Italian trade fair event specifically for the Private Label market and an important showcase for Italian excellence in Private Label products. The exhibition is organised by BolognaFiere in cooperation with ADM, the Italian Grocery Retail Association, and is the only event that provides more than one thousand square metres of exhibition space specifically for the large Grocery Retail groups. It is a unique opportunity not only for participants to get to the heart of the business and experience the products close-up, but also for quality companies and retailers to negotiate deals so the latter can then fill their shelves with new own brand products.

Marca by BolognaFiere is a guarantee of growth: this is one of the reasons why it has been able to withstand the toughest phases of the health emergency without stopping for a second. On the strength of the digital-only experience of the 2021 edition, and in spite of this year's postponement of the traditional January appointment by a few weeks, the fair confirms the number of exhibitors (around 900) and the large surface area (almost 23,000 square metres) that guarantees safety and distancing, while presenting important new developments for Italy and the international market.

The Grocery Retail groups, the exhibitors, the trade sectors

The members of the technical-scientific committee of the 2022 edition of Marca by BolognaFiere has increased in number from 15 to 18 retail groups. In addition to the established members (C3, Carrefour, Conad, Coop, Coralis, Crai, Despar, D.it-Distribuzione Italiana, Italy Discount, Marr, S&C, Selex, Tuodi, Unes and Végé) this year sees three new entries: Ard Discount, Lekkerland and Brico Io, specialized in gardening equipment and DIY, new trade sectors for Marca by BolognaFiere.

The 900 or so exhibitors confirm the exhibition potential of the event, which is spread over 5 halls. Food continues to be the predominant category, involving 75% of participants. Non-food is growing especially in packaging and household and personal care products (with an increase in detergents and sanitizers partly as a result of the pandemic). Then there is **Marca Fresh**, dedicated to products in the fresh and ultra-fresh compartment and organised by SG Marketing, and **Marca Tech**, the section of Marca by BolognaFiere that covers intermediate goods for the Private Label supply chain (packaging, logistics, raw materials, ingredients, technology and services) presenting to the business community the latest trends for innovating and operating sustainably and effectively. As part of Marca Tech, the **Packaging Lab Area** will host workshops, presentations and specialist conferences promoted in collaboration with Nomisma and IED, the European Institute of Design. In addition, the Emilia-Romagna section of the Association for Industrial Design (**ADI**) will be at the fair and will select five products for the shortlist of the prestigious biennial Compasso d'Oro award.

Attending Marca by BolognaFiere will also be the **Ministry of Food, Agriculture and Forestry** with a stand as well as a programme of meetings specifically concerning fish products. Also present will be the **Bologna Chamber of Commerce**, which will be hosting seven companies from the region at its exhibition space.

800 top Grocery Retail buyers from all over the world (32 countries in addition to Italy) are heading to Bologna.

In addition to the buyers permanently present at the stands of the Italian retail groups, the meeting point for foreign buyers will be the Service Centre, where the International Buyer Lounge will serve as a venue their business meetings. Several hundred buyers from 32 countries will be arriving in Bologna for Marca by BolognaFiere. Their arrival has been organised by BolognaFiere in cooperation with ITA- Italian Trade Agency through which the Government promotes the consolidation and economic and commercial development of Italian companies on foreign markets. These will be joined by the many qualified foreign buyers invited by exhibitors.

In 2021, due to the restrictions imposed by the pandemic, Marca by BolognaFiere became an online event yet still achieved excellent results. BolognaFiere has opted to preserve and build on this success by reprising the Digital Session that enables buyers and exhibitors to make contact in advance virtually before meeting in person at the exhibition. The Digital Session runs until 11 April 2022. Participation is free for buyers and exhibitors.

The conferences

Private Labels and consumer behaviour are the focus of the opening conference of Marca by BolognaFiere (12 April at 10.30 am) organised by ADM and Marca by BolognaFiere in collaboration with The European House-Ambrosetti and Ipsos. On 13 April at 10 am, the 18th Marca by BolognaFiere Report on data and trends concerning Private Labels in Italy will be presented at the conference organised by Marca by BolognaFiere and ADM in collaboration with IPLC and IRI. This will be followed by a focus on Private Labels in Europe led by IPLC.

Alongside these two key appointments the Marca by BolognaFiere programme includes numerous other opportunities for debate and reflection on topics specifically linked to the Private Label sector.

Read the programme at <https://bit.ly/3jcB5bF>

Marca by BolognaFiere is increasingly international

The retail groups' new products are understood as those launched on the market in 2021 or in the process of being launched in 2022: these can be viewed in the Retail Brand Area at the Service Centre, which this year will host for the first time not only 18 Italian chains but also a foreign retail group from Ecuador. These products can also be viewed online on the Marca by BolognaFiere website and on the monitors located in numerous strategic points around the exhibition centre.

For the first time, the new products presented by exhibitors at Marca by BolognaFiere can also take part in the "New Products Selection", organised in collaboration with IPLC-The Retailer Brand Specialists: companies whose products make it into the top ten will receive specific advice on entering the European market. The selection will be made by an international jury of Private Label experts from Italy, France, Spain, Portugal, Ireland, the UK, the Netherlands, Greece and Cyprus. The selection of products will be shared online on the fair website and on the monitors in the exhibition halls.

View the selected products at <https://bit.ly/3NUdGJV>

Supporting a local charity

Marca by BolognaFiere also has a charitable heart. The 2022 edition will reprise the collaboration with the Bologna branch of Caritas that will see all of the perishable and non-perishable products left behind by exhibitors at the fair donated to the charity.

Marca by BolognaFiere 2022 –Bologna Exhibition Centre

Tuesday 12 and Wednesday 13 April 2022, 9.30 am – 6 pm

Ovest Costituzione Entrance (Piazza della Costituzione 4b);
Nord Entrance (Via Ondina Valla)

The event is reserved for operators from the sector.

All of the information about the 2022 edition can be found on the Marca by BolognaFiere website
www.marca.bolognafiere.it

Journalist accreditation details can be found on the Marca by BolognaFiere website at
<https://www.marca.bolognafiere.it/media-room/registrazione-area-press/3552.html>

From 1 April 2022 attendees will no longer be required to present a Green Pass in order to enter the Exhibition Centre.

Attending BolognaFiere safely: read the current safety measures in place at the Bologna Exhibition Centre:
<https://www.bolognafiere.it/protocollo-sicurezza/>

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