

Marca by BolognaFiere is shining the spotlight on edition number 18
Five halls, almost 900 exhibitors and 18 large retail groups
An international jury will select the exhibiting companies' best products
A unique opportunity to enter European markets.
Appointment on the 12 and 13 April 2022 at the Bologna Exhibition Centre

Milan, 15 March 2022 – The last edition was in January 2020, just before the pandemic, and now the fair is returning as an in-person event even stronger than before. From 12-13 April 2022, at the Bologna Exhibition centre, the spotlight will be on five halls for the 18th edition of Marca by BolognaFiere, the only Italian trade fair specifically for commercial brands and a major showcase for excellent Italian private label products. The fair is organised by BolognaFiere in collaboration with ADM, the Grocery Retail Association, and is the only event where the Grocery Retail sector has more than one thousand square metres available to showcase its brands and products. A unique opportunity for participants to get down to business, touch products with their own hands and close contracts with quality companies that produce excellent products and large retail groups ready to line their shelves with their own brands.

Marca by BolognaFiere is almost a guarantee of growth: this is one of the reasons 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 the postponement of the traditional January appointment by a few weeks, the exhibition has confirmed a large number of exhibitors (almost 900, a substantial number not to be taken for granted given the compulsory absence of China) and an exhibition space (close to 23,000 square metres) that ensures safety and adequate distancing, while featuring important new developments for Italy and the international market.

The Grocery Retail groups, the exhibitors and the product sectors

The technical-scientific committee for the 2022 edition of Marca by BolognaFiere has grown in number from 15 to 18 large 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, Vegè), this year there will be three new entries: Ard Discount, Lekkerland and Brico Io, which specialises in garden equipment and DIY, among other things, which are new products for Marca by BolognaFiere.

The number of exhibitors to date is almost 900, confirming the exhibition potential of the event, which will be held in 5 halls. Food continues to dominate with 75% of exhibitors representing this category. Non-food is growing especially concerning packaging, household and personal care products (with an increase in detergents and sanitizers also linked to the effects of the pandemic). Also taking place is Marca Fresh, dedicated to fresh and ultra-fresh products and organised by SG Marketing, and the Packaging Lab Area, with workshops, presentations and specialist conferences, in collaboration with IED, the European Design Institute. Furthermore, the Emilia-Romagna section of the Association for Industrial Design (ADI) will be at the exhibition and will be choosing five products for the pre-selection phase of the prestigious biennial Compasso d'Oro award.

Marca by BolognaFiere is increasingly international

The large retail groups' new products – those launched on the market in 2021 or in the take-off phase in 2022 – 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. The groups' new products can also be viewed online on the Marca by BolognaFiere website and on the monitors located in many strategic points around the exhibition.

For the first time, the new products proposed 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's website and on the monitors in the halls.

The collaboration with ITA - the Italian Trade Agency, through which the Government promotes the consolidation and economic and commercial development of Italian companies on foreign markets, has been confirmed. The headquarters for foreign buyers is in the Service Centre of the exhibition centre, where the International Buyer Lounge will serve as the venue for business meetings.

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 with The European House-Ambrosetti and Ipsos. On 13 April at 10.00 am, the 18th Marca by BolognaFiere Report produced by IRI-Information Resources will be presented with data and trends on the Private Labels in Italy plus a focus on Private Labels in Europe by IPLC-The Retailer Brand Specialists.

Buyers ready to open their agendas: the digital preview is from 4 to 11 April

In 2021, due to the restrictions imposed by the pandemic, Marca by BolognaFiere became an online event that continued to produce excellent results. BolognaFiere has chosen to preserve this aspect by reintroducing the Digital Session to preview contacts between buyers and exhibitors, who can then meet in person at the exhibition centre.

The Digital Session is scheduled to take place from 4 to 11 April 2022. Participation is free of charge for buyers and exhibitors.

Read how to register for the Digital Session at <https://www.marca.bolognafiere.it/digital-session/digital-session/11412.html>

Solidarity

Marca by BolognaFiere also has social solidarity at its core. In fact, the 2022 edition will see a return of the collaboration with Caritas Diocesana di Bologna. The organization will be the recipient of all the products, both perishable and non-perishable, that exhibiting companies decide to leave behind at the exhibition centre.

All of the info about the 2022 edition of Marca by BolognaFiere can be found at www.marca.bolognafiere.it

Communication and External Relations Manager BolognaFiere SpA

Isabella Bonvicini, tel. +39 051 282920 – cell. +39 335 7995370 - isabella.bonvicini@bolognafiere.it

Press office BolognaFiere SpA

Gregory Picco, tel. +39 051 282862 - cell. +39 3346012743 - gregory.picco@bolognafiere.it