

Marca by BolognaFiere: renewed partnership with ADM until 2031

The leading trade show dedicated to the Private Label (PL) forges an organisational partnership with the Large Scale Retail Association and shares ownership of the Brand.

Bologna, 11 novembre 2024. BolognaFiere and ADM - Associazione Distribuzione Moderna have agreed an exclusive organisational partnership until 2031 for Marca, the trade show dedicated to the Private Label (PL), now in its 21st edition.

Considering the excellent results achieved in the 20 editions of Marca, ADM and BolognaFiere have decided to formalise their collaboration, sharing ownership of the exhibition brand, which, from the 2026 edition, it will become **Marca by BolognaFiere and ADM**.

The combined registration of the new brand confirms the intention of the Large Scale distribution to identify Marca as a key reference point for establishing commercial relations with companies wishing to enter the private label sector in Italy.

The 21st edition of the fair, which will take place on **15 and 16 January 2025**, is registering confirmation of participation by many top companies from the food and non-food sectors. At the moment, the areas requested by exhibitors attending Marca 2025 for the first time, in an attempt to become partners of large scale distribution, are worth an overall increase about 25% more square metres than the 2024 edition, so that it will be necessary to open two new halls to accommodate them all.

“The consolidation of the partnership with ADM represents an important recognition for BolognaFiere of the quality of the organisational work carried out over the past 20 years, at the service of the Large Scale distribution, the agri-food sector and mass consumption. We believe in the strategic growth of the Private Label market, to the point that we have started to geo-clone the event worldwide - first in China and, from 2025, in Poland with local partners, in order to internationalise the event and support Made in Italy companies to enter into Large Scale distribution in markets where they would have difficulty establishing themselves on their own” said **Antonio Bruzzone, CEO of BolognaFiere**.

“We are pleased to announce the renewal of the partnership with BolognaFiere for Marca” said **Mauro Lusetti, President of ADM** *“This is a truly important step for the further development of the event in the coming years, which will allow us to attract a increasing number of operators and retailers. The continuity of cooperation between our organisations will ensure an ever-rich and more dynamic event, thus contributing to the success of the trade fair and the enhancement of the sector. We are aware of the opportunities that await us and are ready to work together to achieve new goals”* **Mauro Lusetti** concluded.

“We have enthusiastically organised Marca for over 20 years and are now ready to support the further growth that this event will certainly experience in the future. The accurate scouting of exhibitors that we carry out worldwide aims to increase both the number and quality of Italian Large Scale partners, whose contracts last on average of over five years,” said **Antonella Maietta, Exhibition Manager of Marca**.

The agreement reached includes an increasingly active involvement of ADM in the development of the exhibition, starting with a greater presence of the associated retailers.

BolognaFiere and ADM will work together to further streng then the exhibition's positioning and role in Italy and abroad, defining the development plans for future editions through a close synergy with the main Large Scale Retailer.

The survey just conducted by **Circana** on the performance in the first nine months of 2024 of the total omnichannel market in Italy in fact confirms that PL was the most dynamic segment, with a value sales growth of +2.7%, for a total revenue of EUR 22 billion and 30 share points.

The offer of Private Label products has grown, it has been enriched with many lines that also meet new consumers' tastes (for example, the world of biological products and regional traditional products) and today it is increasingly appreciated by Italians because it combines quality and convenience.

Ufficio stampa Marca by BolognaFiere

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