

BolognaFiere continues to replicate successful events worldwide After Marca China, Marca Poland is born, the new event for the Eastern European private label market

As a result of the collaboration between BolognaFiere and MTP Group, Marca Poland (Poznań, February 19-20, 2025) marks the start of an international event that aims to revolutionise the private label market in Poland, opening new opportunities for Italian companies eager to expand into Eastern Europe.

Bologna, October 11 – The first edition of Marca Poland, the trade fair dedicated to the private label market in Eastern Europe, will take place in **Poznań on February 19-20, 2025**.

Co-organised by BolognaFiere and MTP Group, **Marca Poland** is already set for success, as it is based on the successful format of **Marca by BolognaFiere** (its 21st edition will be held in Bologna on January 15-16, 2025), and aims to revolutionise the private label market in Poland, creating new opportunities for Italian companies looking to expand into Eastern Europe.

In the two large multifunctional halls within the Poznań Congress Center, an international exhibition hub, the first edition is already expected to host **over 200 exhibitors** from **Poland, Italy, Spain, Germany**, and other European countries, along with **250 buyers** representing the European retail chains (mainly from the East).

Antonio Bruzzone, CEO of BolognaFiere, expresses his satisfaction: *“Marca Poland represents another important step forward in BolognaFiere’s internationalisation strategy. As we have already succeeded with Cosmoprof in the cosmetics sector, we aim to export the 20 years of experience of Marca by BolognaFiere in the private label sector worldwide, creating a network of B2B events. Thus, after Marca China, the agreement with MTP Group Poznań represents another key development in the Eastern European market”*.

The new trade fair project was presented on the international stage of **Polagra**, one of the most significant events in Eastern Europe for the food industry and the Horeca sector. Both **Lidl** and **Zabka** – the Polish convenience store chain with over 9,000 locations – present as exhibitors at Polagra, have shown a strong interest in the **Marca Poland** project.

As already happens with **Marca by BolognaFiere** in Italy, **Marca Poland** aims to connect food and non-food producers with major European retail chains: *“This event responds to a clear market need”* – says **Wojciech Kokotek**, director of **Marca Poland** – *“In Poland, the market share of private label within the local retail sector has reached 27% and is expected to grow in the coming years (Source: Nielsen IQ). We want to create a platform for retailers and companies to connect and contribute to this growth with their products”*.

“Marca Poland represents a unique opportunity for Italian companies wishing to enter the Polish market and neighbouring countries: it will offer an important platform for networking between producers and distributors, facilitating access to new markets and creating unprecedented business opportunities,” comments **Domenico Lunghi**, Director of Direct Exhibitions for Food & Beverage at BolognaFiere, who adds: *“The companies that take part in this project will have the chance to expand their reach by entering markets where few Italian companies are currently present, and where a significant increase in demand for quality products is expected”*.

Thanks to MTP Group’s experience in organising successful exhibitions in the food & beverage sector and beyond, and BolognaFiere’s 20 years of expertise with **Marca by BolognaFiere**, the new joint venture will strengthen the

appeal of the respective markets in the private label sector. The international network of **Marca by BolognaFiere** will promote the event to ensure broad exhibitor participation from across Europe.

In addition to the exhibition section, the event will feature in-depth discussions on private label topics through dedicated conferences and testimonials from key industry players. The new trade fair is part of the already extensive and structured internationalisation program of Marca, which also includes the 4th edition of **Marca China**, scheduled for September 2025 at the Guangzhou Poly World Trade Expo.

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