

Marca China 2024 Concluded Successfully

Marca China International Private Label Fair 2024 (Marca China) was successfully held in Shenzhen Convention and Exhibition Centre (Futian) from June 26 to 28. It is organized by BolognaFiere China Ltd., a wholly-owned subsidiary of BolognaFiere SpA, in collaboration with China Food Association, Shenzhen Retail Business Association and the China Chamber of Commerce for Import and Export of Light Industrial Products and Arts-Crafts.

This exhibition has created an innovative “1+2” model, combining *exclusive Supplier-Retailer Day* with *Fair Day*, presenting a private label event that combines popularity and professionalism. 205 high-quality exhibitors gathered in Shenzhen, showcasing a full range of quality private label products, attracting a total of 10,125 professional visitors and completing 308 one-on-one buyer match-making sessions. The exhibition showcased a new atmosphere in the private label industry and demonstrated the thriving momentum of this industry.

“Private label development has become an important way for retailers to seek business breakthroughs and to create their own value, and is increasingly valued by more and more retailers. Marca China will continue to deepen its efforts in the domestic private label industry, providing an efficient communication platform for retailers and manufacturers from both China and abroad.”

— Donna Chai
General Manager of BolognaFiere China Ltd.

“The success and the growth of Marca by BolognaFiere in Italy in past 20 years explains the reason why in 2021 we, as BolognaFiere group, decided to launch the Marca China project. We intended to activate a platform that working synergically could offer important business opportunities to national and international companies.

Thanks to the know-how of Marca by BolognaFiere we shared the exhibition format in Marca China to support companies both Italian and Chinese, but also International in general, in developing strategies to approach the Chinese market of the Private Labels entering in contact with Retailers and as a consequence developing commercial contacts.”

— Antonella Maietta
Exhibition Manager of Marca by BolognaFiere

On the **Supplier-Retailer Day, 26 June**, more than 10 **Training Sessions** and **Buyer’s Sharing Sessions** were held to unveil the various aspects of the private label industry, explore new paths and analyze new strategies in this field, discuss market trends, seek opportunities together, and achieve mutual success.

At the **Training Sessions**, LUO TIAN JUN, Founder of Changsha Baozai Meituo Media Culture Co., Ltd.; PAOLA CANE, CEO of Mia Solution; ZHANG XIN TUN, Senior PL Manager of Offer-Product Development of MCG Co., Ltd.; XIAO JIANG BO, Head of JD.com Retail Fashion Industry of South China; ZHANG ZHI QIANG, Founder of P.1 Data Technologies Co., Ltd.; SUN CHUN JU, Expert of P.1 Data Technologies Co., Ltd.; DENG BING, Private Label Innovation Manager of Ottno Chengdu; and TANG HAI BIN, Operations Director of SPAR China conducted trainings focused on China's private label market and category management.

At the **Buyer's Sharing Sessions**, WANG SHENG, Deputy Secretary General of China Chain Store Franchise Association; TIAN JIAN ZHONG, Chairman of China Ants Alliance; SI KAI, Vice GM of Hubei Huangshang Group Co., Ltd.; FUKADA MINORU, General Manager of Merchandise & Buying Division of AEON (China) Co., Ltd.; ALEX REUTS, General Manager of Oustanding Management Consulting; PARK JI YOUNG, Partner at XYZ Plus Inc. and Division Manager of Marketing at Carrefour Korea; and CHEN WEN, General Manager of Pet Sector of Rainbow: all guest speakers made wonderful sharings.

Featured Product Showcase was a major highlight, with exhibitors from food, household & personal care, and pet products sectors, bringing over 300 new and popular private label products, showcasing domestic and international special products from their own private labels, and presenting the current trends of this industry. The Welcome Dinner on Supplier-Retailer Day was a gathering of talents, bringing together experts and exhibitors from the private label industry to discuss potential cooperation.

On the Fair Day of June 27–28, high-quality exhibitors from China, Italy, Japan, South Korea, Thailand, Turkey and other countries were gathered to display the trend goods of their own brands in various categories like food, household & personal care, and pet products, including Gelanruike (Xiamen) Food Technology Co., Ltd., Dazhou Xinyan (Xiamen) Biotechnology Co., Ltd., Tianjin CSS Trading Co., Ltd., Qingdao Bright Moon Seaweed Group Co.,Ltd., Henan Milifang Food Co., Ltd., Zhao'An Mei Ri Ji Food Co., Ltd., Dachuan (Fujian) Food Co., Ltd., Sichuan Shula Food Co., Ltd., Guangzhou Huatang Co., Ltd., Dalian Century Fishing Port Co., Ltd., Zhejiang Zhongxin Environmental Protection Technology Group Co., Ltd., Zhuozhou Haoyuan Foil Industry Co., Ltd., Shanghai Shift Electrics Co., Ltd., and other high-quality enterprises; From abroad, the Italy Pavilion presented Made in Italy specialties, such as the leading Italian dairy group Granarolo, the Italian chocolate and confectionery manufacturer Pernigotti SpA/Walcor, Inalpi SpA, ASI Srl, bringing creative products from Italy, such as snacks, bakery, confectioneries, dairy products, agricultural and sideline products, and seasonings.

It is worth mentioning that this year's Marca China collaborates with Zoomark to create the

Zoomark® Pet Pavilion. The Pet Pavilion is a pioneer in the pet industry under the background of the rise of the pet economy, exploring the unlimited potential of Chinese pet industry private label market. 30 exhibitors from pet industry participated in this exhibition, attracting 702 professional visitors interested in the area. **ICE/ITA** has invited professional buyers from the pet food and pet care fields from China, Singapore, and Indonesia to attend the exhibition and provide support for Italian companies to participate.

The IPLS Selection 2024 presented award-winning products from Marca by BolognaFiere 2024, showcasing the latest international trends in the private label sector to the Chinese retail industry for mutual progress.

The exhibition attracted buyers from more than 10 countries and regions including China, China Hong Kong, Malaysia, Thailand, Singapore, Indonesia, Australia and Italy. China Resources Vanguard, Sam's Club, Rainbow, Aeon (China), Yonghui, Metro China, JD Retail, Pupu Mall, Otton, Hubei Huangshang, MINISO, Lawson, Meiyiduo, Shengxian Chuanqi, and Ren Ren Le, among others, for onsite one-on-one buyer match-makings with exhibitors.

Besides, more than 10 industry associations, including the China Chain Store & Franchise Association Private Brand Professional Committee, P.1 Data Technologies Co., Ltd., Shenzhen Retail Business Association, Zhuhai Chamber of Commerce and Trade, Shenzhen Cross-border E-commerce Association, Foshan Food Industry Association, Shenzhen Longgang District Food Safety Assurance Promotion Association, Shenzhen Houseware Cultural Products Association, Guangzhou Baiyun Cosmetics Industry Association, Zhongshan Coffee Association, Guangdong Cross-border E-commerce Association, Guangdong Private Chamber of Commerce of Importer & Exporter, organized buyer groups.

Marca China 2024 has successfully concluded with the support of various parties. Looking ahead to 2025, Marca China will continue to lead the industry trends, promote the development and communication of private label industry, work together with global partners to create a more brilliant future for private label.

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