

## Success edition for Marca by BolognaFiere 2024 Save the date on January 15th and 16th, 2025

*The 20th edition of Marca closes with a visit from Prime Minister Giorgia Meloni, Minister for Cohesion Raffaele Fitto and ICE - Agency General Director Lorenzo Galanti. Unprecedented success for the only Italian event dedicated to the Private label. More than 20.000 visitors, 1.100 exhibitors, 22 exhibiting Retailer chains, 7 halls covering a net area of 26.000 square metres and more than 250 hosted buyers from 30 countries.*

Curtain comes down on the twentieth edition of **Marca by BolognaFiere** and the number of visitors is exploding: **more than 20.000, up 18% compared to 2023**. Record-breaking numbers that match the growth in **exhibitors – 1.100 in total** - for a net exhibition area of **26.000 m2 (+26%)**. In the **International Buyers Lounge** more than **2.400 business meetings** were organised and surveyed between the **250 foreign buyers** attending the event and the exhibiting companies.

Organised in collaboration with **ADM - Associazione Distribuzione Moderna** and under the patronage of the **Emilia-Romagna Region** and the **Bologna Chamber of Commerce**, **Marca by BolognaFiere** is the highlight of the private label market, which in 2023 posted a record turnover of 25.4 billion euro, or 31.5% of the turnover of the Modern Distribution market.

Prime Minister **Giorgia Meloni**, together with the Minister for Cohesion **Raffaele Fitto**, Deputy Transport Minister **Galeazzo Bignami**, and ICE Agency Director General **Lorenzo Galanti**, arrived on the occasion of the visit to confirm the centrality of the sector. Other speakers on the opening day included **Francesco Lollobrigida**, Minister of Agriculture, Food Sovereignty and Forestry (video-message), **Valentino Valentini**, Deputy Minister for Business and Made in Italy, and **Stefano Bonaccini**, President of the Emilia-Romagna Region. The heads of the main trade associations were also present, including **Ettore Prandini**, President Coldiretti, **Maria Grazia Mammuccini**, President FederBio and **Nicoletta Maffini**, President AssoBio.

The 2024 edition of Marca also had record numbers in communication: over **750 journalists** accredited to the event, the website counted **150.000 visits** in the last six months from **70.000 unique users**, and in the first 15 days of January alone, **2 million page views**. The Exhibitors' Catalogue was consulted 400.000 times. Social views exceeded **350.000 impressions** in the last quarter. Finally, Marca by BolognaFiere is the leading agrifood exhibition in Italy on LinkedIn.

**The meeting with the next edition of Marca by BolognaFiere is 15 and 16 January 2025.**

**Press office Marca by BolognaFiere**

Sveva Scazzina – +39 347 2363941

Sara Telaro – +39 340 9214636

Absolut eventi & comunicazione

[MARCApres@absolutgroup.it](mailto:MARCApres@absolutgroup.it)

Tel. +39 051 272523

**To keep updated on Marca by BolognaFiere:**

[marca.bolognafiere.it](http://marca.bolognafiere.it)

[Linkedin](#)

[Twitter](#)

[YouTube](#)

