marca by BolognaFiere

PRIVATE LABEL CONFERENCE AND EXHIBITION

2021 BOLOGNA JUNE 23-24

17th edition

an event by BolognaFiere

with the patronage of ADM ASSOCIAZIONE DISTRIBUZIONE MODERNA

BOOST YOUR BUSINESS OPPORTUNITIES

www.marca.bolognafiere.it

2020 MARCA TECHNICAL SCIENTIFIC COMMITTEE

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MARCA BY BOLOGNAFIERE IS THE ONLY EXHIBITION WHERE ALL THE MAJOR RETAIL BRANDS EXHIBIT

WHY EXHIBIT

® *Marca by BolognaFiere* is the only Italian event totally devoted to **PL**.

® *Marca by BolognaFiere* offers the opportunity to develop business relationships with the **major Italian retail brands** that annually exhibit and promote their distribution policies.

® *Marca By BolognaFiere* offers the opportunity to discover and try out your products to the **Italian and international PL managers**. **PL products** are now preferred not only as products but as a set of values.

® *Marca by BolognaFiere* allows to enter and grow in the **Italian and international markets** thanks to an **intense incoming program of foreign retailers.**

® *Marca by BolognaFiere* allows you to increase your business by organizing new exhibiting areas dedicated to topical issues complementary to the PL world such as **traceability, digital industry, block-chain and organic** with an innovative and smart format that is completed by an agenda of highly specialized meetings.

FACTS & FIGURES
2020 edition

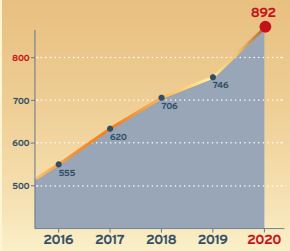
Figures certified **ISF CERT** since 2014

057/2019
MRCA 19/152

EXHIBITORS

892
(of which 72 foreign operators)

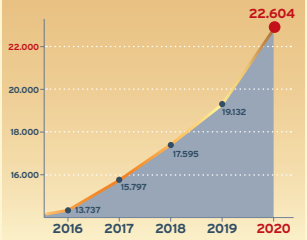
+20% over 2019



NET FLOOR SPACE SQM

22.604

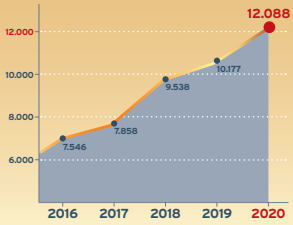
+18% over 2019



PARTICIPATING PROFESSIONALS

12.088

+19% over 2019



DIGITAL MEDIA MIX

WEBSITE
149.538 sessions (+17% over 2019)
1.159.428 page views (+18% over 2019)

WEB ADVERTISING & SOCIAL MEDIA
WEB ADVERTISING, SEM, GDN, GSP, LinkedIn

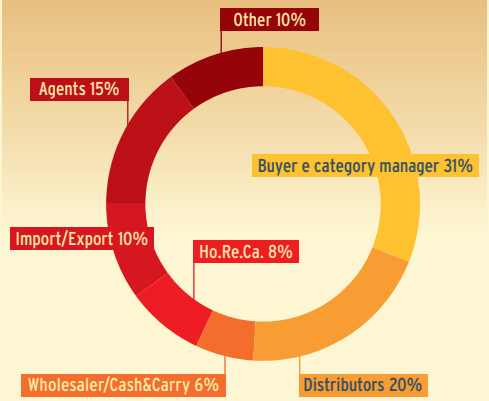
3 SOCIAL MEDIA CHANNELS
YouTube

LinkedIn
Followers +49% over 2019
Likes and mentions +115% over 2019

Twitter
#MarcabyBF2020 Italian trend topic
Followers +15% over 2019
Likes and mentions +17% over 2019

INTERNATIONAL SOCIAL MEDIA
In collaboration with IPLC
Over **51.000 B2B interactions on LinkedIn** and **Twitter**
(UK & Eire 36%, Benelux & Germany 14%, France 20%, Spain & Portugal 13%, Italy 17%)

VISITORS BY TRADE SECTOR



marca NON FOOD AREA

In 2021, in order to make it easier for buyers to visit the sector, the pavilion reserved exclusively for **PL's NON FOOD products** - in particular **home care** and **personal care products** - is re-confirmed. At the fair, buyers will find over 50 product categories and hundreds of exhibited references.
The **NON FOOD AREA** will host some retailers of the ***Technical Scientific Committee*** exhibiting at the show, to guarantee effective commercial matching.

An experiential space reserved for the **fresh produce sector**, mainly fruit and vegetables, which - now in its second edition - makes it possible to combine the needs of the business with sharing and in-depth thematic analysis.
MARCA FRESH, with its 3 objectives, **Innovation, Experience, Networking**, represents an exhibition format designed to enhance the most innovative operators in the fresh food sector, concentrating in a single area the best market practices able to satisfy the modern consumption trends and the most advanced production segments.
MARCA FRESH with its functional and dynamic concept, is intended to involve all sectors of the fresh food industry (meat, fish, dairy products, fruit and vegetables), with the aim of supporting the relationship between production and distribution in the approach to business strategies under the banner of economic, social and environmental responsibility.

8th edition
marca TECH

The **MARCA TECH project** is an initiative of *Marca by BolognaFiere* dedicated to the intermediate goods sector for the **MDD supply chain** *(Packaging, Logistics, Raw Materials, Ingredients, Technologies and Services)*.
Exhibiting at **MARCA TECH** allows the **Business Community of the PL sector** to be presented with the latest trends to innovate and operate in a profitable and sustainable way. Acceleration on technology and innovation concerns us all today more than ever. In all these areas, do not miss the opportunity to decide and implement with Producers and Retailers the best choices for the development of the **PL sector**.

A new thematic space reserved for the wine area, to offer the best wineries the opportunity to dialogue and establish themselves on the shelves of retailers, will be developed inside the pavilions reserved for FOOD.

The strong growth of wine purchase in **retail shops** has turned this channel into one of the main markets for the wine sector.

The ever-increasing quality of **PL wines** offered today by Retailers – ***Registered designation of origin, PGI and commons*** – has changed consumers' perception of this product, which is progressively gaining interesting market shares in other traditional channels, bringing about a clear change in sales trends.

marca INTERNATIONAL BUYERS PROGRAMME

Promotion plan for inviting **international category managers and buyers from leading retail chains**. The program is aiming to facilitate B2B meetings between exhibiting companies and top international attendees.

To encourage international specialists attendance, *Marca by BolognaFiere* offers an **extensive hospitality package**, including services and benefits to make the experience of the fair even more fruitful and engaging.

Marca by BolognaFiere will also support exhibitors and buyers with a digital platform especially conceived for the organization of the B2B meetings, with very detailed profiles and advanced research filters to browse countries and products.

Marca by BolognaFiere 2020 has seen the presence of trade delegations from 32 countries; more than 4,000 planned meetings took place between exhibitors and foreign buyers.

FREE FROM HUB

INNOVATION
INSIGHTS
EXHIBITION

Free From Hub is the new format created by *Marca by BolognaFiere* dedicated to **free from market**: it's not a single appointment, but a series of events that have the aim to represent the Italian and international free from market at its best.

Exhibit at **Free From Hub** inside *Marca by BolognaFiere:* it's the great showcase to give the right visibility to your free from products and meet the large-scale retail leaders.

In addition to the exhibition area, the **FREE FROM HUB** area will be characterized by a space dedicated to show cooking and conferences with industry experts.

MARCA BY BOLOGNAFIERE 2020 TECHNICAL SCIENTIFIC COMMITTEE

All training and information activities are promoted by the TECHNICAL SCIENTIFIC COMMITTEE made up of PL Managers from the Retailers sponsoring the event.

Eugenio Morlacchi	Mirco Pincelli
Giovanni Panzeri	Marco Bordoli
Alessandra Corsi	Stelio Lani
Adelio Bellagente	Gianfranco Marinetti
Paolo Bonsignore	Luca Vaccaro
Eleonora Graffione	Stefano Rango
Pietro Poltronieri	Gianfranco Versaci
Andrea Mezzotero	Gaia Mentasti
Roberto Romboli	Marco Pozzali

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an event by: Bologna Fiere

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