

maRca

DIGITAL SESSION MARCH 15-25, 2021

MARCA DIGITAL SESSION
THE NEW 2021 MATCHING TOOL
FOR MARCA BY BOLOGNAFIERE

BOOST YOUR DIGITAL BUSINESS

maRca
by  **BolognaFiere**
PRIVATE LABEL CONFERENCE AND EXHIBITION

Organized by:



In collaboration with:



With the support of:



MARCA DIGITAL SESSION is a project, developed in cooperation with ADM, conceived to support and improve the **dialogue between Retailers and their Private Label Partners**. It has the purpose to promote **online meetings between Exhibitors and national and international Buyers**, preparing participants to meet during the event in Bologna.

The current pandemic situation makes travelling across countries difficult and MARCA will provide a **digital bridge between producers and buyers** through the Marca Digital programme: not a digital Fair but a platform exclusively devoted to **b2b meetings** with a built-in integrated video system.

Exhibitors will meet national and international retail chains Buyers with a specific focus on **Category and Private Label Manager figure**.

In addition to the MARCA Incoming office selection, the international Buyers are invited to join the event through three main channels:

- ⑤ **Italian Trade Agency** offices around the world, that already brought to MARCA 2020 representatives from 32 different countries,
- ⑤ **BolognaFiere official delegates network** in Europe and in South America, recently established to strengthen the Fair international outreach,
- ⑤ **IPLC Retailer Brand Specialists**, the international organization partnering with MARCA and featuring a worldwide network in the private label business

Thanks to the support of ADM (the Association grouping the most important Italian retail chains), one of MARCA's longtime partners, the Digital Session will also host the Italian large-scale retail buyers, an unique opportunity to successfully plan meetings before the Fair.

HOW DOES IT WORK?

The Exhibitors and Buyers digital agenda will be held on the B2Match platform, which has been successfully used for the International Buyers Programme b2b meetings in the last years.

Thanks to detailed profiles and the use of specific filters to find products (i.e. by country and product categories), together with an easy and intuitive navigation, it will be possible to organize a customized agenda, while managing time in a flexible way.

The project is divided into three steps:

- 1. REGISTRATION:** Buyers and Exhibitors are invited to create their profile (a really quick process taking only a few minutes).
- 2. BOOKING:** From 15th February it will be possible to browse the list of participants and start organizing meetings, creating one's personal and customized agenda.
- 3. DIGITAL SESSION:** The arranged meetings will take place online through the integrated video platform during the 11 days of the Digital session (from 15th to 25th March 2021).



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