

**BOLOGNAFIERE'S MARCA 2018, EUROPE'S SECOND LARGEST FAIR EVENT
FOR THE PRIVATE LABEL SECTOR IS DUE TO TAKE PLACE FROM 17TH TO 18TH JANUARY
AT THE BOLOGNA EXHIBITION CENTRE WITH AN INCREASE IN THE NUMBER OF EXHIBITORS,
RETAIL GROUPS AND FOREIGN BUYERS**

IN 2017 REVENUES FOR THE PRIVATE LABEL SECTOR EXCEEDED 10 BILLION EUROS

More than 656 exhibitors, 21 retail groups, 80 delegations from 19 countries. All of the figures for this year's edition are higher than those of last year for the event **MARCA by BolognaFiere - the International Exhibition and conference for Private Label products**, organised by BolognaFiere in collaboration with ADM (the Association for Modern Distribution).

MARCA, Europe's second-largest fair event for the sector, represents a reference point for the business community involved with private label products and it is the only event for the sector that includes the participation of the leading Grocery Retail Groups, which will be participating both with their own exhibition spaces and as part of the event's Technical Scientific Committee.

MARCA has always had an international outlook and this has been confirmed and reinforced this year with the attendance of a growing number of foreign operators and a significant presence of category managers from the world of retail. 80 foreign delegations from 19 countries (Austria, Belgium, Canada, China, Croatia, Denmark, Egypt, France, Great Britain, Germany, Israel, Macedonia, Holland, Romania, Slovenia, Spain, Sweden, Switzerland and USA) will be attending. This impressive statistic has been achieved thanks to **ICE – the Italian Agency for the promotion and internationalisation of Italian businesses** and the substantial investment programme aimed at attracting VIP buyers from abroad.

The exhibition space at the 14th edition of **MARCA** will be 35,500m² larger than last year's event and a further two pavilions will be occupied. Four new Grocery Retail groups will be attending: **PAM, REWE Group, Consorzio C3, Leader Price Italia** which will all be involved in the Scientific Technical Committee that is made up of the leading groups in Grocery Retail.

The sector of Private Labels has grown significantly and for 2017 revenues exceeded **10 billion euros**, including the active involvement of a significant production chain, with over 50 sectors and economic compartments. The growing penetration of the market has been assured thanks to an increasingly diverse range of high quality products that are capable of meeting the most rigorous customer requirements: in the food sector, for example, these range from organic produce to those for people suffering from particular intolerances, to the very best local produce from the territories.

The importance of this market segment will be discussed as part of the opening conference on the morning of 17 January, "**Private Labels. The value for the country system**", organised by ADM in collaboration with the European House – Ambrosetti. The conference will provide an opportunity to discuss the future of the Italian economy, presenting the data from research on the topic carried out by the conference's promoters.

A detailed and up-to-date picture of the Private label sector in 2017 will be provided by the MARCA-BolognaFiere Observatory in the **14th Annual Report on the evolution of Commercial Brands**, presented on the morning of the 18th January by **BolognaFiere and ADM in collaboration with IRI**. For this occasion, the results of an investigation into the market trends for Private Labels and consumer behaviour over the last year will be presented. This will be followed by a discussion with some of the leading managers from some of Italy's top grocery retail groups of the reports' findings at a round table event.

Marca also offers ample opportunities to discuss innovation and creativity, both of which are particular characteristics of the 'Made in Italy' identity, which is key in this sector. On the afternoon of 17 January the third edition of the **ADI Packaging Design Award** will take place. The award was developed based on a project by ADI, the Association for Industrial Design and is keenly supported by MARCA. It aims to showcase and promote the most innovative products in the sector of Italian packaging. A commission of experts will analyse the **products on display during the fair and will select five that are considered the best examples of combining packaging with innovation and design excellence**: two in the food sector, two in the non-food sector and a Special Mention at the discretion of the jury.

For the full programme for the event and to register, please visit the website:

<http://www.marca.bolognafiere.it/eventi/programma/6926.html>

In Media Res Comunicazione – Ufficio stampa MARCA

press@inmediarescomunicazione.it

Alessia Piccioni, cell +39 331 9949114 - piccioni@inmediarescomunicazione.it

Flavia Innocenti, cell. +39 331 7378814 - innocenti@inmediarescomunicazione.it

Affari Generali, Comunicazione e Rapporti Istituzionali BolognaFiere SpA

Isabella Bonvicini, tel. 051 282920 – cell. 335 7995370 - isabella.bonvicini@bolognafiere.it

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Gregory Picco, tel. +39 051 282862 - cell. +39 3346012743 - gregory.picco@bolognafiere.it