

**MARCA by BolognaFiere 2018, A SIGNIFICANT PRESENCE OF INTERNATIONAL BUYERS:
80 FOREIGN DELEGATIONS FROM 19 COUNTRIES
COLLABORATION WITH ICE HAS BROUGHT TOP INTERNATIONAL BUYERS TO THE FAIR**

MARCA by BolognaFiere, the Italian event dedicated to Private Labels, continues to grow also in terms of the presence of foreign buyers as part of a development pathway that each year becomes more consolidated. BolognaFiere, organiser of the event in collaboration with ADM (the Association of Modern Distribution) with the support of ICE – *the agency for the promotion and internationalisation of Italian businesses abroad* – has mobilised substantial investment in order to involve top buyers from all over the world in order to encourage the matching of supply to demand and to respond to the growing interest from international operators.

80 trade delegations will be attending from 19 countries: Austria, Belgium, Canada, China, Croatia, Denmark, Egypt, France, United Kingdom, Germany, Israel, Macedonia, Holland, Romania, Slovenia, Spain, Sweden, Switzerland and the USA.

Important results have been achieved also thanks to the promotional invitation programme for top international buyers developed in close collaboration with ICE – **the agency for the promotion and internationalisation of Italian businesses.**

The focus of the 2018 edition is on European countries, the USA and China. To be precise, at Marca 2018 will be 62 category managers representing some of the leading distributors and retailers: A.S. Gourmet (France), Arwem Food Group (Belgium), Axfood Sverige AB (Sweden), Bunzl Retail & Industry (Holland), C&L Trading / C&L INT GmbH (Germany), Continental Fine Foods (United Kingdom), Du début à la faim SPRL (Belgium), Emd Ag (Switzerland), Fine Italian Food (USA), Fromagerie Sita SCRL (Belgium), Gma Imports (Egypt), Jan K. Overweel LTD. (Canada), Jumbo Supermarkets (Holland), Kamparo BV (Holland), La Normandise S.A. (France), Randler Group Food Distribution Company (Romania), Rewe International (Austria), Rik Holland (Holland), Sigeo (Slovenia), The Taste of Europe B.V. (Holland), Tinex (Macedonia), Tjx Europe Ltd (United Kingdom) and there will also be representatives of the big payers in American retail.

The delegations from the USA and the UK will be accompanied by trade analysts from the ICE Agency offices in Chicago and London and by personnel from ICE headquarters who, in addition to coordinating the respective delegations, will be available in the Buyers' Lounge at the Fair to provide assistance to the Italian exhibitors.

In Media Res Comunicazione – Ufficio stampa MARCA

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