

**TRADE DELEGATIONS FROM 14 COUNTRIES
AT MARCABYBOLOGNAFIERE
OPERATORS SELECTED TOGETHER WITH ITA – ITALIAN TRADE AGENCY
FOR THE INTERNATIONAL BUYER PROGRAM**

The 15th edition of MarcabyBolognaFiere is casting an increasingly interested eye towards foreign markets. This year too the **International Buyer Program**, a strategic plan for international promotion, has invited **category managers** and **buyers** from the leading foreign retail chains to attend the event.

The programme is organised in such a way as to facilitate B2B meetings between decision makers and influencers involved in the purchasing process and interested in developing commercial relationships in the Private Label sector.

An integrated package of services (hospitality, facilitation and logistical assistance, access to the **International Buyer Lounge** and optional activities) has been developed in order to make the experience at the fair and the networking opportunities as productive as possible.

“We will be hosting operators from Europe and beyond,” commented **Antonio Bruzzone, General Manager of BolognaFiere**, “from realities in which grocery retail boasts a certain maturity as well as a pronounced interest in ‘made in Italy’ products. These operators, therefore, are keen to attend an event that offers the greatest concentration of Italian products, especially those in the food sector.”

Various delegations of foreign buyers will be attending MarcabyBolognaFiere 2019, thanks to the partnership with **ITA - Italian Trade Agency** (formerly known as ICE). The delegations will include professional operators from **14 countries** (Belgium, Canada, Ethiopia, France, Great Britain, Germany, Indonesia, Republic of Macedonia, Holland, Romania, Serbia, Spain, Sweden and USA). A specific digital platform for matching supply and demand has been made available to assist exhibitors and buyers and help to organise B2B meetings, thanks to detailed profiles and advanced search filters for examining countries and products.

“Marca is eagerly awaited as Europe’s second largest fair event for the sector and one that takes a thorough look at foreign markets,” added Bruzzone. “The development of Private Labels is able to access foreign potential also thanks to e-commerce, which offers new channels for national production, and towards which also the large retail groups are looking with interest. We are certain that the event is of significant help for businesses keen to internationalise, thanks to the experience of BolognaFiere in the leading international markets: in recent years we have made considerable efforts to develop activities abroad,” concludes the General Manager of BolognaFiere.

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