

## **MARCABYBOLOGNAFIERE INCREASES**

**New layout for the Private Label Exhibition that will now include pavilion 36 alongside pavilions 25,26, 29 and 30**

**There are now less than three months to go until the 16<sup>th</sup> edition of MarcabyBolognaFiere, which is due to take place on 15 and 16 January 2020 in Bologna. The increase in the number of applications to participate has meant that an extra exhibition pavilion has been added in order to cater to the growing demand.**

**An increase in the number of exhibitors and the exhibition space: MarcabyBolognaFiere 2020** has announced a new extended layout that will include pavilion 36 (as in 2019), pavilions 25, 26 as well as the new pavilions 29 and 30. The latter two are the latest pavilions to be completed as part of the refurbishment and extension project at the Bologna Exhibition Centre that involves an investment of 138 million euros and is due to be completed in 2024, increasing exhibition space by over 30% and refurbishing or building from scratch 90% of the structure.

Hugely positive too is the progress of the exhibitor campaign for participation at the reference event in Italy for the Private Label sector, and the second largest event of its kind in Europe, organised by BolognaFiere in collaboration with ADM (the Italian Grocery Retail Association).

The event will focus the attention of the entire business community on Private Labels, a market segment that is experiencing significant development and one that accounts for one in every five purchases in grocery retail, consolidating customer loyalty and increasing in variety, product ranges and representation on the supermarket shelves. A segment that represents a real innovation in the market, compared with industrial brands, and one with significant growth potential.

**MarcabyBolognaFiere is a high profile exhibition platform for exhibiting companies - these will include 20 leading large retail groups from the grocery retail sector**, representatives of which will form the scientific-technical committee of the event, involved in the definition of the its strategic development.

In recent years the development of Private Label products has experienced constant growth, a fact that is confirmed by the data and analysis revealed in the "15<sup>th</sup> MarcabyBolognaFiere Report 2019" presented in January 2019. The report is promoted by BolognaFiere, compiled by IRI and Nomisma with the collaboration of the leading large retail Groups associated with the Grocery Retail sector, (present on the Scientific-Technical committee of the event). The Report, which each year is presented as a key part of the event, is viewed as an indispensable tool for Italian and international operators interested in assessing the commercial scope of a sector in which to identify new business opportunities.

In line with the growing attention towards the Private Label market, **the 2020 edition of MarcabyBolognaFiere will promote an important incoming programme for foreign delegations**, developed in collaboration with ITA - the Italian Trade Agency and ICE in order to foster dialogue between exhibitors and buyers from the leading foreign markets.

Also for the 2020 edition, the top international retailers attending MarcabyBolognaFiere will be involved in a line up of meetings with category managers from the main retail groups in the grocery retail sector as part of MarcabyBolognaFiere's VIP Buyer programme.

The 2019 edition of the Fair concluded having counted 746 exhibitors and more than 10,100 professional operators (+7% compared with 2018) with an increase in the number of foreign operators of 11% and further confirmation of the interest in 'Made in Italy' products.

MarcabyBolognaFiere 2020 will once again offer a line up of training and information events that will form a packed schedule of conventions, debates, seminars and focus and analysis sessions concerning the main trends of modern trade in the sector of Private Labels.

Website: <http://marca.bolognafiere.it>

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