

**POSITIVE TREND IN APPLICATIONS TO PARTICIPATE IN THE 2020 EDITION
OF MARCABYBOLOGNAFIERE ON 15 AND 16 JANUARY IN BOLOGNA**

**The previous edition of the event concluded with more than 10,100 operators (+7%), an increase of 11%
in the number of foreign operators and a total of 746 exhibitors**

With six months to go until the 16th edition of MarcabyBolognaFiere, which will take place on 15 and 16 January 2020 in Bologna, there has been a particularly positive response in terms of applications demand to participate in the reference event in Italy and the second largest event in Europe for the sector of Private Label products, organised by BolognaFiere in partnership with ADM (the association for the modern retail and distribution sector).

The 2019 edition of MarcabyBolognaFiere concluded with a markedly positive balance. In line with the success registered across the Private Label market, which has been growing constantly since 2012, the last edition of MarcabyBolognaFiere attracted in excess of 10,100 professional operators: +7% compared with the 2018 edition and 746 exhibiting companies, an increase of 17% in the number of foreign operators, all of which further underlined the interest in Made in Italy products.

MarcabyBolognaFiere is recognised as an exhibition platform that provides notable visibility for the exhibiting companies, among these are the large retail groups involved in modern retail and distribution – 23 in 2019 – that make up the event's technical-scientific Committee which is involved in the definition of its development strategy.

The commitment to internationalisation has also been boosted. Also at the 2020 edition, MarcabyBolognaFiere will be looking beyond Italy's borders to welcome delegations of foreign buyers that, thanks to the programme for incoming participants developed in collaboration with the Italian Trade Agency (ITA) and ICE, will come to Bologna to discover the very best of Made in Italy products. There will be innumerable opportunities, therefore, to meet with the category managers of the leading retail groups. The 2020 edition will once more include an intense incoming programme for top international retailers as part of the VIP Buyer Programme.

MarcabyBolognaFiere 2020 will confirm its line up of training opportunities and informative sessions that will enliven the packed calendar of conferences, debates seminars and focus sessions and analysis of the main tendencies in modern trade in the mass retail sector. These are just a few of the many reasons to take part in MarcabyBolognaFiere.

Website: <http://marca.bolognafiere.it/en/home/1348.html>.

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