

**MARCA FRESH: IS ALREADY A SUCCESS WITH COMPANIES INVOLVED IN PRODUCTION**  
**Great interest in the 1<sup>st</sup> edition of the format developed especially**  
**for the fresh produce sector at MarcabyBolognaFiere 2020**

**All the exhibition spaces sold out**

Just over one month away from the starting date, **Marca Fresh**, a new concept for the 2020 edition of MarcabyBolognaFiere, has already sold out all of its exhibition spaces. Created to place the compartment of fresh private label produce at centre stage, the new event has already proved to be a hit with fruit and vegetable producers who have shown a marked enthusiasm to participate. Businesses taking part include: A.O.P. Luce, Agroama, Apofruit Italia, Canova - Almaverde Bio, Euro Pool System, Fri-El Greenhouse, Gestione Servizi Integrati - Annatura, La Costiera, Masseria Fruttirossi, Op Ortonatura, Oranfrizer, Ortoromi, Polymer Logistics Italy, Semillas Fito' Italia and Torti Patate.

The first edition, in fact, is dedicated to the world of fruit and vegetables, with a specialist, vertical approach developed to foster debate between professional operators involved in production, distribution and services and on one particular topic of great relevance: **Sustainable Innovation**.

The format consists of an area "La Piazza dei Freschi" (Fresh produce Square), hosted inside Hall 29 in a space of 250 m<sup>2</sup> and organised into exhibition spaces for 15 leading companies involved in the production of fruit and vegetables as well as professional operators from the sector. In-depth analysis and discussion sessions, however, will be held in the "Agorà", which takes its name from the ancient Greek term for the forum. The schedule includes seminars organised by the companies, and to mark the launch there will be a workshop curated by SGMARKETING and titled "*Ruolo dell'innovazione sostenibile per il consumatore italiano e le strategie del trade a sostegno delle performance del reparto ortofrutta*" (The role of sustainable innovation for the Italian consumer and trade strategies to support the performance of the fruit and vegetable sector). On this occasion a trade and consumer study will be presented to an audience of players involved in either production or the national Private Label sector.

Innovation, experience and networking are the key words for the 2020 edition of Marca Fresh, all factors that are essential for intercepting and comprehending the changes taking place in the sector of fruit and vegetables and grocery retail.

Marca Fresh will examine the world of fresh produce in its entirety: future editions are already being studied, always as part of MarcabyBolognaFiere, and are set to focus, after this year's emphasis on the compartment of fruit and vegetables, on other parts of the sector, always from the perspective of the Private Label market.

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

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