

## MARCA TRAINING PROGRAMME 2019: OVERVIEW OF THE NEW TRENDS IN THE PRIVATE LABEL SECTOR

A new appointment for Thursday 7 November: the **MARCA TRAINING PROGRAMME 2019**, the in-depth meeting that MARCAbyBolognaFiere, the International Private Label Conference and Exhibition organised by BolognaFiere in collaboration with ADM (the Italian association for the grocery retail sector), organises for professional operators in the sector each year during the run up to the MARCA event.

The 2019 edition of the **MARCA TRAINING PROGRAMME** will once more provide an important opportunity to analyse the evolution of market scenarios, which are responding to the rapid changes of consumption paradigms. Also changing are consumer habits and shopping lists, while the range of products on offer is expanding and transformations of the regulatory framework are impacting on the strategic choices of retailers. These rapid changes require equally rapid capacities to adapt product ranges in order to maintain and increase competitiveness on the market.

This edition of the MARCA TRAINING PROGRAMME, with the aim of offering professional operators the tools and opportunities for comparison to support business strategies, will provide a series of in-depth sessions on the relationship between the consumer and the market, on actions designed to support the choices of industrial development, on how to respond in time to the new needs of the consumer and to identify the new challenges in the Private Label Market.

This edition will have five key themes:

- **New consumption trends**
- **Sustainability & Packaging**
- **LCC: scenarios, channels, categories**
- **Performance of Private Labels**
- **Organic, Premium and Free From products**

The day's programme includes

- 10:15 am - Welcome address
- 10:30am - THE CONSUMER: NEW TRENDS AND OTHER ASPECTS DRIVING CONSUMER CHOICES - Silvia Zucconi – *Head of Market Intelligence, NOMISMA*
- 11:00 am – THE EVOLUTION OF DISTRIBUTION SCENARIOS AND PRIVATE LABEL TRENDS - Gianmaria Marzoli- *Commercial Director Retail, IRI*

The meeting will take place at the Bologna Exhibition Centre in the Sala Sinfonia (1<sup>st</sup> floor, Est Michelino Entrance) from 10am to 1 pm.

The MARCA TRAINING PROGRAMME is specifically for producers of food and non-food products, manufacturers of packaging, analysis laboratories, logistics companies and service providers, trademarking companies and the specialized press.

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

**Communication and External Relations Manager BolognaFiere SpA**

Isabella Bonvicini, tel. +39 051 282920 – cell. +39 335 7995370 - [isabella.bonvicini@bolognafiere.it](mailto:isabella.bonvicini@bolognafiere.it)

**Press Office BolognaFiere SpA**

Gregory Picco, tel. +39 051 282862 - cell. +39 3346012743 - [gregory.picco@bolognafiere.it](mailto:gregory.picco@bolognafiere.it)