

MARCA CHINA OPENED TODAY IN SHENZHEN

A new fair event with a global vision and an extensive exhibition offer

From September 16 to 18 the first edition of MARCA CHINA (Marca China International Private Label Fair) is being held at the Shenzhen World Exhibition and Convention Center.

BolognaFiere's activities on foreign markets are resuming in full, confirming BolognaFiere's season of recovery with the hosting of international fair events and new projects.

After Cosmoprof in Las Vegas is the new entry Marca China and then, due to take place shortly, Obuv' Mir Kozhi in Moscow.

Bologna, 16 September 2021 - BolognaFiere's know-how in organising **MARCAbyBolognaFiere** – Italy's most important exhibition and the second largest in Europe for the sector of private label products, now in its 17th edition – and the awareness of market trends and the development potential of the Chinese market for private label products, have led to the decision to organise MARCA CHINA in Shenzhen. The first edition of the event (September 16 - 18) has been organised jointly by BolognaFiere China Ltd. and Shenzhen Retail Business Association, with the aim of creating an excellent international trade fair event for all product categories.

“With the first edition of MARCA CHINA we are bringing another of our assets, which stems from the experience with MARCAbyBolognaFiere, to Asia, further consolidating our leadership on international markets and our role as a partner for companies interested in expanding their business to emerging markets,” explains Antonio Bruzzone, General Manager of BolognaFiere. “Resuming business in Italy and abroad so quickly and with new projects after the interruption caused by the pandemic is proof of BolognaFiere's capabilities, talent for innovation and forward-looking vision.”

The first edition of MARCA CHINA is proving to be very positive, with 289 exhibitors taking part in an exhibition space spanning 15,000 m².

The wide range of products on display not only covers the food, home and leisure areas, but also consolidates the growth of private label products in the fields of personal care products, organic food and health, pet care products as well as new trends in packaging and design, providing a one-stop sourcing platform for retailers and brands.

MARCA CHINA also includes an Italian pavilion where sectors such as organic food and packaging have an important showcase.

The collaboration with Agenzia ICE (the Italian Trade Agency) has been key in promoting the event. ICE has promoted the initiative as part of its internationalisation strategies for 'Made in Italy' products, promoting the organisation of a significant collective of Italian companies in the organic food sector that have the opportunity to open new business channels with Asian markets at

MARCA CHINA.

MARCA CHINA aims to expand the market for private label products in China's Greater Bay Area, involving a greater number of professional buyers from different sectors, including distribution channels (supermarkets, convenience stores, specialised shops, e-commerce, brands and Ho.Re.Ca), a strategy that will encourage operators to specialise, expanding business opportunities and the event's exhibition offer.

The new event represents a priority platform for production and service-oriented companies to explore the southern Chinese market, expand their sales channels and promote their image and products.

Through an interesting mix of academic experience, business know-how and innovative thinking, the **conference programme** explores a number of issues essential to operating in Asian markets: balancing private label products and industrial brands; developing private labels; market analysis in China and Europe; sustainability and private labels. An interesting highlight at the event is the presentation of the Observatory organized by Nomisma on **Mass Consumption Packaging, Packaging Design and Innovation**, which will be presented on September 18.

Also on display during the fair at the **Boulevard of new products** will be the latest retailer-branded products released during the year. **Marca Mart**, a temporary boutique supermarket, will showcase the latest consumer trends and high quality products. **Films about the private label market in 12 different countries and regions**, including Australia, Canada, China, Greece and Cyprus, Indonesia, Japan, Russia, Singapore, Taiwan, Turkey, UAE and Vietnam, produced by IPLC, will be shown during the event. A **programme of live-streamed events** involving key opinion leaders has been organized to offer added value for exhibitors. Meanwhile, a business **matchmaking** service is available for buyers from all over China.