

## CONFERENCE PROGRAMME MARCA BY BOLOGNAFIERE 2022

*Attendees must have a Super Green Pass in order to access the conferences*

### Wednesday 12 April

10.30 am -1 pm - Sala Gallery (Hall. 25/26)

#### **“Private Labels and consumers in a changing society”**

Organized by **ADM** and **Marca by BolognaFiere**, in collaboration with **The European House - Ambrosetti** and **Ipsos**.

Registration at: <https://www.marca.bolognafiere.it/eventi/registrazione-agli-eventi/1816.html>.

10.15-10.30 am Arrival and registration

Chaired by **Marco Sabene**, journalist at Tg2

Welcome address and opening of discussions  
**Antonio Bruzzone**, General Manager of BolognaFiere

Speech by **Vincenzo Colla**, Assessor for Economic Development and Green Economy, Emilia-Romagna regional administration

*“Private Labels and consumers in a changing society”*

**Valerio De Molli**, Managing Partner & CEO, The European House - Ambrosetti  
**Nando Pagnoncelli**, CEO, Ipsos

*“The Italian society of tomorrow and the evolution of consumer habits”*

**Chiara Saraceno\***, sociologist and philosopher; Chair of the Italian government Committee to assess the citizenship income

**Monica Poggio**, Chief Executive Officer, Bayer Italia

**Stefano Patuanelli\***, Minister for Food Agriculture and Forestry

**Gilberto Pichetto Fratin\***, Vice Minister of Economic Development

12.30 pm Speech by **Marco Pedroni**, President, ADM (Italian Association of Grocery Retail)

12.40-12.55 Discussion and questions from the audience

12.55-1 pm Conclusion

*\*In video connection*

**Wednesday 13 April**

**10 am -12 midday - Sala Gallery (Hall. 25/26)**

**PRESENTATION OF THE 18<sup>TH</sup> MARCA BY BOLOGNAFIERE REPORT  
PRIVATE LABEL DATA AND TRENDS IN ITALY**

***“Private Labels in a Changing Europe, how Private Labels interpret the role of the brand”***

Organized by **Marca by BolognaFiere** and **ADM**, in collaboration with **IPLC** and **IRI**

How is the brand role of Private Labels evolving? How are relationships in product categories changing between Private Labels, industrial brands and SME products? How can Italian companies, even abroad, help retailers to better interpret the role of the brand?

The focus of the conference will be on data, scenarios, forecasts and testimonials, exclusively for the Marca by BolognaFiere business community.

With the 18<sup>th</sup> Marca by BolognaFiere Report, IRI will take a snapshot of the performance of Private Labels in Italy, with particular reference to the drivers behind their development. Reference will then be made to the results for the first months of 2022.

IPLC will then take a broader view to include the changing scenario in Europe, with trends and innovations in MDD in Europe and a focus on retail testimonials from the Iberian Peninsula and the United Kingdom.

Thanks to integrated and collaborative supply chains and an excellent production fabric, the brand role of Private Labels in Italy is among the most established in Europe. Recent research by IPLC confirms, in fact, that the difference in sales price between Private Label products and those of the corresponding industrial brands in Italy is among the lowest in Europe.

The growth of premium Private Labels is also continuing through promotional offers that are making high value products more accessible.

**PROGRAMME**

9.30 am Registration

10 am Welcome and Introduction

**Antonio Bruzzone**, General Manager of BolognaFiere

**Carlo Alberto Buttarelli**, Board member ADM (Italian Grocery Retail Association)

10.15 Presentation of the 18<sup>th</sup> Marca by BolognaFiere Report *“Private Label data and trends in Italy”*

**Gianmaria Marzoli**, Retail Solutions Vice President IRI - Information Resources –

10.55 *Private Labels in a Changing Europe. How Private Labels are interpreting the role of the brand.*

a. The European scenario

**Paolo Palomba**, Partner Italy IPLC, The Retailer Brand Specialists

b. Focus on the Iberian Peninsula

**Ana Amaral**, Private Label Director SONAE MC

c. Focus and testimonial United Kingdom

**Paul Stainton**, IPLC Partner UK (ex Co-op and ALDI UK), The Retailer Brand Specialists

11.45 am Conclusions