

MARCABYBOLOGNAFIERE RESCHEDULED FOR 19 AND 20 JANUARY 2022

A JOINT DECISION WITH THE EXHIBITORS TO FOCUS ENERGIES ON THE POST-PANDEMIC RECOVERY

Bologna, 19 April 2020 - The continuing pandemic emergency, in spite of the fact that the current vaccination campaign is slowly inverting the contagion curve, has required trade fair organizers to demonstrate the utmost flexibility and to constantly re-evaluate opportunities to reshape the exhibition calendar, with the goal of ensuring the best possible conditions for holding events and meeting the needs of companies working to overcome the effects of the pandemic.

These reflections have also led to discussions between the organizers of MarcabyBolognaFiere – BolognaFiere in collaboration with ADM, the Italian Grocery Retail association – and the exhibitors, to identify the most suitable dates for holding the next edition of the event.

Following the success of MARCA DIGITAL SESSION, the digital platform that facilitated meetings between producers and representatives of the Grocery Retail distribution chain (active from 15 to 25 March 2021) –involving 325 Private Label partner producers, 4000 meetings, 9000 attendees, 175 foreign buyers from important overseas retail groups, the presence of retail groups from Europe, the USA, Canada, South America, Asia and the Middle East and 100 Italian buyers from top retail groups on the MarcabyBolognaFiere committee – it was considered necessary to reassess the opportunity to hold the event on its initially planned dates in June 2021 and to propose holding it at its usual time of year in the month of January, with the aim of resuming the in-person event directly in the year 2022.

The preferred choice of the exhibitors was the option of January 2022, which combines, on one hand, greater certainty due to the consolidated effects of the current vaccination campaign and, on the other, the repositioning of MarcabyBolognaFiere in a period that is more practical for the participating companies for planning their commercial strategies.

“The trade fair system is among the most affected by the pandemic,” explained Gianpiero Calzolari, President of BolognaFiere. “In spite of this, we have responded by proposing new digital formats as business tools to serve as an alternative to in-person events. We consider it essential, in the hope of an eventual return to normality, that every decision regarding holding the events is the result of sharing the objectives with our exhibitors and operators. MarcabyBolognaFiere caters to businesses that have been able to respond to an unpredictable situation and that are the protagonists of a strategic event for the promotion of “made in Italy” products. We are certain that the rescheduling to January 2022 is the best solution to ensure a fully-fledged recovery of business and to support the trend among international operators that are increasingly focused on developing commercial partnerships with Italian businesses, all of whom will have more time to organize their participation at MarcabyBolognaFiere”.

“Rescheduling MarcabyBolognaFiere for January 2022 seemed to us to be the best solution to enable participating companies to concentrate their efforts on managing the emergency that is still under way and to envisage a full revival on that date,” confirms Marco Pedroni, President of ADM (the Italian Grocery Retail association). “We are comforted by the fact that the digital session held in March obtained excellent results in terms of participation from operators, both Private Label partners and distributors: this reinforces the growing importance that Private Labels have on the market and the need to continue working on their innovation and development.”

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