

## **NEW DATES FOR MARCABYBOLOGNAFIERE 2021 A POSTPONEMENT UNTIL MARCH 24 AND 25 FOR THE LARGE EVENT FOR THE COMPARTMENT OF PRIVATE LABEL PRODUCTS**

The 17<sup>th</sup> edition of MarcabyBolognaFiere – the fair event organized by BolognaFiere in collaboration with ADM, the Italian Grocery Retail Association – the leading event for the Private Label sector in which Grocery Retail plays a central role, has postponed the dates of its next edition.

**The spread of Covid-19 and the consequent government directives to contain the pandemic are the reasons for the decision by BolognaFiere and ADM to postpone the in-person trade fair event (scheduled for 13 and 14 January 2021) to 24 and 25 March 2021 with the aim of creating the best possible conditions for planning and holding the event.**

The new dates will facilitate an even more detailed reflection on the dynamics of the market and the problems that have characterized 2020, which have seen rapid adaptations to the changing situation and the launch of new services and formats. The period has seen Grocery Retail and the agri-food production chain play a central role, also in terms of flexibility and responsiveness, in order to face up to an unprecedented emergency and to consumers' changing requirements. Alongside food products, also the segments dedicated to homecare and DIY/gardening have experienced interesting development trends in response to the increasing attention being paid to the home and garden.

Within this scenario also MarcabyBolognaFiere has assumed an even more incisive role in terms of training and information, through a series of webinars that have been particularly appreciated by operators that requested further in-depth market analysis.

*"This was a very considered decision," announced Gianpiero Calzolari, President of BolognaFiere, "led by a determination to identify a time window that would provide the best possible conditions for a meeting of thousands of operators that each year come together to focus at MarcabyBolognaFiere an important share of their commercial activities but also because we are aware that a postponement of the fair will enable exhibitors to better plan and promote their participation in view of the current situation."*

*"We share the pathway identified by the organizers of MarcabyBolognaFiere," announced Marco Pedroni, President of ADM, "and we hope that the rescheduling enables us to experience the 2021 edition of Marca in the best possible way. The strength of this event comes from the meetings and in-depth sessions. We hope that in March these will be possible in person, but in any case, we are confident that the organizers will be able to offer alternative solutions."*

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