

Marca by BolognaFiere, edition 19 begins

**More than 900 exhibitors, 22 large retail groups, 6 exhibition halls,
2 themed events, more than 12,000 buyers from Italy
and 50 + countries around the world**

The 19th edition of the only Italian trade fair event dedicated to commercial brands is taking place from 18 to 19 January 2023 at the Bologna Exhibition Centre.

The opening conference will include the presentation of the 19th Marca by BolognaFiere Report drafted by IRI and the presentation of the Position Paper 2023 by The European House-Ambrosetti. Taking part are the Minister of Agriculture, Food Sovereignty and Forestry, Francesco Lollobrigida, and Deputy Minister for Business and Made in Italy, Valentino Valentini (appearing by video link). An intense programme of meetings will enhance the exhibition event.

The themed events Marca Fresh and Marca Tech will feature, as will the second edition of the IPLS Award that will see an international jury select the best products, offering them an important route into European markets.

Bologna, January 18, 2023 - Taking centre stage in Bologna on January 18 and 19 is the nineteenth edition of **Marca by BolognaFiere**, organized in collaboration with **ADM**, the **Italian Grocery Retail Association**, with the support of the **Emilia-Romagna Regional administration** and the **Bologna Chamber of Commerce**. An increasingly prestigious showcase for Italian excellence in private label food and non-food products, the two-day event represents the year's first strategic opportunity to do quality business, forge valuable partnerships and develop synergies with the leading names in Grocery Retail. Marca by BolognaFiere, in fact, is the only event in the international panorama where many of these products are exhibited.

"Marca by BolognaFiere is the first event of the year for both the Bologna Exhibition Centre and the trade fair scene in general. It is an event that has now acquired significant importance as the first strategic appointment where operators meet to plan their work for the year that has just begun. We are talking about a sector that is the subject of particular interest and that is experiencing a challenging economic climate. For this reason, too, we are particularly proud to provide an authoritative venue to facilitate the intersection of supply and demand. Despite these difficult times, we have observed business people's determination to attend and share their innovative products and research results at our event," says BolognaFiere President **Gianpiero Calzolari**. "The numbers for Marca by BolognaFiere are growing: 23,000 square meters of exhibition space, 15 % more than the 2022 edition; the number of food operators is up, while the non-food side is also growing. By attracting the interest of the Grocery Retail sector, over the years we have been involving more and more operators from sectors other than food, particularly personal and home care products. Another very significant feature of Marca by BolognaFiere is its brevity, which benefits business. Furthermore, the events to present research and data, involving The European House-Ambrosetti, Ipsos and IRI, help all operators get a realistic picture of the actual scenario in order to better develop future strategies for their companies and the production chain. Thanks to ADM, a now well-established partner, and ITA - the Italian Trade Agency,

which has become an important figure for the entire trade fair sector, thousands of buyers will arrive in Bologna from more than 50 countries around the world.”

COMMERCIAL BRANDS, A GROWING SECTOR

More than **900 exhibitors** are attending this new edition of **Marca by BolognaFiere**, and there are now **22** of the leading Grocery Retail names on the event’s Technical Scientific Steering Committee: **Ard Discount, Brico Io, Bricofer, C3, Carrefour, Conad, Coop, Coralis, Cortilia, Crai, Decò, Despar, D.it-Distribuzione Italiana, Italy Discount, Lekkerland, Marr, Md, Risparmio Casa, S&C, Selex, Unes, VÉGÉ.**

The business community from the sector will have the opportunity to visit the **6 exhibition halls** (one more than the 2022 edition) for a total **exhibition space spanning approximately 23,000 square metres**, reflecting the growth that the private label sector is experiencing in consumer preferences across Italy and Europe.

While **food** continues to play a prominent role, with around **650 companies** bringing new products and the latest trends to the fair, the **non-food** area is also growing in terms of exhibition space and involvement, with **250 companies exhibiting** this year. Overall, **there are more than 2,000 brands taking part at the fair.** Experiencing particular expansion in the non-food area is the basket of **home care products**, with those for **personal care** seeing net growth for the first time. The overall focus is on aspects of effectiveness and sustainability, while at the same time solutions related to **packaging, services and logistics** are also developing apace.

BUYERS COMING TO BOLOGNA FROM ALL OVER THE WORLD

More than **12,000 buyers** have been accredited for the event, including a delegation of over **200 operators** from the **most important international markets** interested in the best ‘Made in Italy’ private label products. Thanks to the well-established partnership with **ITA- the Italian Trade Agency for the promotion and internationalization of Italian businesses** and the International Buyers’ Program dedicated to international buyers, buyers from more than **50 countries around the world**, including Japan, South Korea, the United States, Saudi Arabia, Argentina and Singapore, are taking part at the 2023 edition of Marca by BolognaFiere.

DATA, RESEARCH, REPORTS: THE PROGRAMME FOR MARCA BY BOLOGNAFIERE 2023

In Italians’ shopping baskets, **private label products are making up a larger and larger share**, confirming their position as the **preferred alternative for consumers** at a time when uncertainty, inflation and high energy prices are having a significant impact. The snapshot of the role of Private Labels in 2022 was produced by **IRI for Marca by BolognaFiere and observes a strong consumer shift towards Private Labels.** All this data is included in the **19th Marca by BolognaFiere Report**, which will be presented during the fair’s opening conference (January 18 at 10:15 am). The conference, entitled **“The Italy of Today and Tomorrow: the Social and Economic Role of Grocery Retail,”** is organized by ADM, Marca by BolognaFiere and The European House-Ambrosetti, in collaboration with Ipsos and IRI. **The Position Paper by The European House-Ambrosetti** and the **Ipsos** research into the social and economic climate will also be presented at the conference. BolognaFiere President **Gianpiero Calzolari** will be opening proceedings and the speakers, introduced and chaired by **Dario Donato (TGC0M24)**, will be **Francesco Lollobrigida**, Minister of Agriculture, Food Sovereignty and Forestry; **Valentino Valentini**, Deputy Minister of Business and Made in Italy (via video link); **Stefano Bonaccini**, President of the Emilia-Romagna Regional administration; **Nando Pagnoncelli**, President of Ipsos; **Valerio De Molli**, Managing Partner and CEO of The European House-Ambrosetti; and **Gianmaria Marzoli**, Vice President of IRI. **Marco Pedroni**, President of ADM, will be bringing the conference to its conclusion.

Conferences, presentations of data and market updates, workshops and specialist meetings are some of the various opportunities for meeting and discussing every aspect of Private Label products.

The event schedule includes the presentation of **Nomisma’s Packaging Observatory for mass consumer**

goods (January 18 at 2:30 pm) and the event “**Organic in Italian Grocery Retail: the evolving scenario, performance, role and market spaces,**” organized by AssoBio as part of the EU’s Being Organic Campaign promoted by FederBio and Naturland and co-financed by the European Union (January 19 at 10:30 am).

THE THEMED FORMATS: MARCA FRESH AND MARCA TECH

Private Label products are making positive progress, improving and consolidating their position in all sectors, in particular in the sector of fresh fruit and vegetables. Growing in step with this sector, in fact, Marca Fresh is the concept dedicated to sustainable innovation in this particular segment and is now in its third edition. This year Marca Fresh will offer 900 square meters of exhibition space inside Hall 16, with more than **50 confirmed exhibitors**. Marca Fresh was created by the partnership between Marca by BolognaFiere and SGMarketing, a consulting firm specialized in fresh products, and consists of a large central space – the “Piazza dei freschi” (Piazza of Fresh Products) – in addition to a packed programme of meetings, presentations and case studies dedicated to the segment, confirming its role as a leading event that combines business needs with sharing and in-depth themed analysis.

Environmental sustainability and innovation are models that are now more necessary than ever. With this in mind, the ninth edition of **Marca Tech**, with its **1,500 square metres of exhibition space and the participation of more than 60 companies**, confirms its role as a fundamental hub for companies that want to stay up-to-date on the most innovative proposals for logistics and **sustainable packaging** using biodegradable and compostable materials.

ALL EYES ON THE IPLS AWARD, THE TOP TEN PRODUCTS READY FOR EXPORT

After an extraordinary debut at the last edition of Marca by BolognaFiere, the International Private Label Selection (IPLS) Award returns again in 2023. The results of the **International Selection of New Products**, organized in collaboration with **IPLC-The Retailer Brand Specialists**, aimed at finding the best products in the main mass consumption product categories deemed best suited to break through in international markets, will also be presented at the fair. The awards ceremony will be held in the Open International Arena - Spazio Agorà, in the afternoon of January 18, preceded by a discussion on the **European Private Label Scenario and retailers’ new expectations of producers**.

Also on display in Bologna will be the large **retail groups’ new products**, those put on the market in 2022 or due for launch in 2023: these will be on display at the **Retail Brand Area** and can be viewed online on the Marca by BolognaFiere website: marca.bolognafiere.it

SOLIDARITY AND GIVING

Marca by BolognaFiere also has a **charitable heart**: the 2023 edition, in fact, will continue the partnership with Caritas Diocesana in Bologna, to which will be donated all the perishable and non-perishable products left behind at the fair by exhibiting companies.

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