

# SHOW YOUR BUSINESS POTENTIAL



**15-16 January 2025**

**21<sup>st</sup> EDITION**

an event by



with the patronage of



TECHNICAL SCIENTIFIC COMMITTEE



# MARCA BY BOLOGNAFIERE IS...

## UNIQUE

The only international event in Italy dedicated to the Private Label and the only one where the major retailer chains of the large-scale distribution exhibit.

## BUSINESS

The space to meet Italian and foreign buyers of the large-scale distribution to forge solid alliances and close new contracts.

## EXCELLENCE

Showcase where the Food and Non Food PL products and the major retailer chains present their strategies.

## SYNERGIES

New customers and contacts to discover new markets: Marca by BolognaFiere allows companies to do business and make system.

## DEVELOPMENT

The place where companies find a new channel for their strategic and dimensional growth, accompanying the strong expansion of PL in the Food and Non-Food segments, in Italy and Europe.

## INTERNATIONALIZATION

Privileged gateway to international markets thanks to an intense incoming program of international buyers.

### NEW 2025 INTERNATIONAL BUYERS PREVIEW:

On 14th January - an extra day before the event - Marca by BolognaFiere exhibitors will be able to meet, as an exclusive opportunity, international buyers during scheduled B2B meetings.



## VISITORS BY TRADE SECTOR

## HIGHLIGHTS 2024

**1.062**  
EXHIBITORS

**27.873**  
NET SQM

**20.095**  
PROFESSIONAL  
VISITORS

**+2.400**  
B2B MEETINGS  
WITH 250 HOSTED BUYERS  
FROM 30 COUNTRIES

ISFCERT certified  
data since 2014



05/2023  
MRCX23RS

- Agent
- Buyer/Category Manager
- Central Purchasing Office
- Distributor
- Wholesaler/Cash&Carry
- HO.RE.CA.
- Import/Export
- Packaging Designer

# SPECIAL EXHIBITION AREAS

**maRca**  
NON FOOD

The area is focused on **Non Food** products in a dedicated space.

More than 50 product sub-categories and hundreds of references for a complete overview on **home care, personal care and DIY**.

This area will also host some Retailers with their own booth: an effective commercial matching for a fully experience.

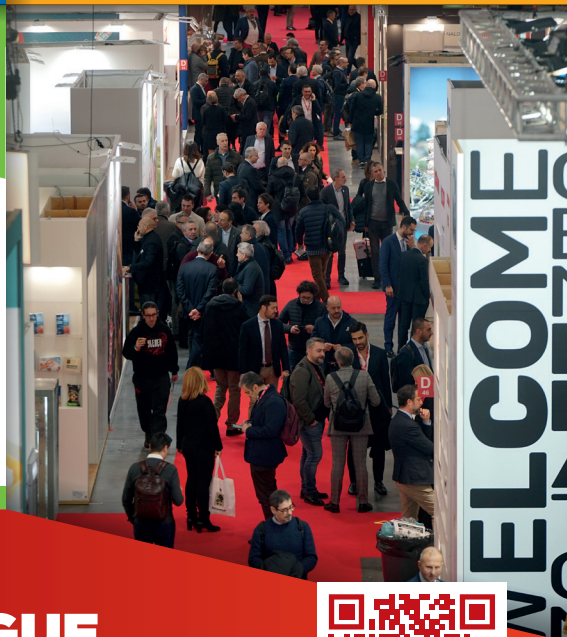
11<sup>th</sup> edition  
**maRca**  
TECH

Packaging, logistics, raw materials, ingredients, technology and services, all this is **Marca Tech**, the showcase of Marca by BolognaFiere, at its 11<sup>th</sup> edition, dedicated to goods for the PL supply chain. **Marca Tech** is more than an event: it is an opportunity to discover - together with manufacturers and retailers - the latest trends to innovate and operate in a sustainable way, thanks to strategic and winning choices.

**maRca** 5<sup>th</sup> EDITION  
by **BolognaFiere** FRESH  
PRIVATE LABEL CONFERENCE AND EXHIBITION

**Marca Fresh** is the exhibition area where the fresh in fruit and vegetables sector meets and dialogues with the large-scale distribution chains focusing on economic, social and environmental responsibility.

**Agorà** of sharing and exchange of knowledge, where **innovation experience and networking** takes shape.



**CHECK OUT THE  
ONLINE CATALOGUE  
AND DISCOVER THE  
2024 EXHIBITORS**



[www.marca.bolognafiere.it](http://www.marca.bolognafiere.it)

# LARGE-SCALE RETAILING AND DISTRIBUTION BRANDS AT MARCA BY BOLOGNAFIERE

Marca by BolognaFiere is supported by a **Technical Scientific Committee** formed by the major large-scale retailing and distribution groups that participate at the fair with their own booth.



Vincenzo Pietrafesa		Federica Bonelli		Stelio Lani	
Giuseppe Morsellino		Elena Tirone		Antonella Emilio	
Giovanni Petró		Pietro Poltronieri		Gerardo Luca Sinesi	
Eugenio Morlacchi		Francesca Cavallari		Federico Zunino	
Simona Vimercati		Ombretta Putzu		Francois Xavier Tah	
Alessandra Corsi		Roberto Romboli		Luca Vaccaro	
Ferdinando Macchione		Morena Maestroni		Marco Pozzali	
Sara Caggiati		Andrea Taglioretti			

[www.marca.bolognafiere.it](http://www.marca.bolognafiere.it)

## WEBSITE

155.000 sessions  
1.950.000 page views

## WEB ADVERTISING (Google and LinkedIn)

5.200.000 ads



## 3 SOCIAL MEDIA CHANNELS

YouTube

LinkedIn

Follower **+172%** over 2023  
Page impressions: **450.000**  
Page reach: **130.000**  
Page engagement rate: **12%**

Twitter / X

#MarcabyBF2024 Italian trend topic  
Follower: **+5%** over 2023  
Post impressions: **50.000**  
Post engagement rate: **3,5%**

an event by:



## Show Office:

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