

BOOST YOUR BUSINESS OPPORTUNITIES

www.marca.bolognafiere.it

MARCA TECHNICAL SCIENTIFIC COMMITTEE

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DISCOUNT

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Pam - **PANORAMA**
LA VITA SPESA AL MEGLIO

SELEX
GRUPPO COMMERCIALI

SIMPLY
MARKET

SUN
SUPERMERCATI UNITI NORDO

Tuodi

unes
SUPERMERCATI

GRUPPO
Vege



The excellence appointment for the business community of the PL sector



® *Marca by BolognaFiere* is the **only Italian event** totally devoted to **PL**.

® *Marca by BolognaFiere* offers **exclusive meeting opportunities** for copackers and category managers of the major retail brands exhibiting at the show.

® *Marca by BolognaFiere* offers the opportunity to discover and try out your **products** to the **PL** managers. **PL products** are now preferred not only as products but as a set of values.

® *Marca by BolognaFiere* allows to enter and grow in **international markets** thanks to an intense incoming program of foreign retailers.

® *Marca by BolognaFiere* allows copackers to grow their business together with the **PL market** that is continuously growing in 2018 and become a factor in consumer loyalty.



Private Label market evolution Report



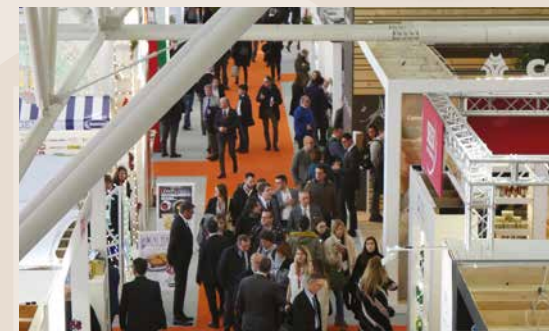
® The *Marca by BolognaFiere Report* highlighted the important values of the **PL**:

- + excellent value for money
- + synonymous of quality products
- + strong capacity to respond to consumer needs
- + products that offer quality guarantee and certifications.

® **Conferences, analysis and workshops** on the **PL** sector during the two days of the event.

® **Showcase area** dedicated to **PL** products of the Retailers of the Technical Scientific Committee launched in 2019 or due for launch in 2020.

® **"PL new products" guide** to show the most recent market trades, selected by the Retailers of the Technical Scientific Committee.





PL technological innovations



ma[®]ca
TECH
7th edition

efficiency in the management of modern trade.

MARCA TECH is structured in exhibiting booths and in a specialist conference.

Exhibiting at **MARCA TECH** allows the business community of the **PL** sector to be presented with the latest technological trends to operate in a sustainable way.

The **MARCA TECH** project is an initiative of *Marca by BolognaFiere* dedicated to the packaging, logistics and digital industry sectors that generate more

International Buyer Program



The 16th edition of *Marca by BolognaFiere* will organise the **International Buyer Program** - a strategic plan for international promotion - to invite category managers and buyers from the most important foreign retail chains to the event.

The program is organised to facilitate **B2B meetings** between co-packers and foreign operators involved in the purchasing process and interested in

developing business relationships in the **PL** sector.



Marca by BolognaFiere the 2nd European Exhibition for the PL sector



MARCA BY BOLOGNAFIERE CONTINUES ITS GROWTH

EXHIBITORS 706 2018 746 2019 + 6%

NET FLOOR SPACE SQM 17.597 2018 19.132 2019 + 9%

PARTICIPATING PROFESSIONALS 9.538 2018 10.177 2019 + 7%
(foreign operators: 534, + 11% over 2018)

Figures certified
since 2014



Certification Institute for Exhibition Statistical Data

DIGITAL MEDIA MIX

WEBSITE marca.bolognafiere.it

126.396 sessions (+ 2,5% over 2018)
973.712 page views (+13% over 2018)

E-MAIL MARKETING

open rate 29,9%
click rate 2,4%
12.100 targeted professional profiles
(11.500 Italian, 600 worldwide)

APP, WEB ADVERTISING, SOCIAL MEDIA

OFFICIAL EXHIBITION APP
complete of exclusive services
803 download (+58% over 2018)

WEB ADVERTISING
SEM, GDN, GSP, LinkedIn

3 SOCIAL MEDIA CHANNELS

YouTube
LinkedIn
Followers + 7% over 2018
Mentions + 70% over 2018
Twitter
#Marca2019
Followers + 44,5% over 2018
Interactions + 35% over 2018
Mentions + 26% over 2018



MARCA TECHNICAL SCIENTIFIC COMMITTEE

All training and information activities are promoted by the Committee made up of MDD Managers from the Retailers sponsoring the event

Alberto Miraglia



Eugenio Morlacchi



Giovanni Panzeri



Alessandra Corsi



Adelio Bellagente



Roberto Nanni



Eleonora Graffione



Pietro Poltronieri



Andrea Mezzotero



Roberto Romboli



Roberto Romboli



Etienne Monsegur



Stelio Lani



Fulvio Faletra



Luca Vaccaro



Alberto Miraglia



Stefano Rango



Gianfranco Versaci



Rossella Brenna



Marco Pozzali



an event by:



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