

## Postponement Notice of Marca China International Private Label Fair 2022

Dear exhibitors, visitors, and partners,

Thank you for your continuous attention and support to Marca China International Private Label Fair ("Marca China" for short). And thank you for choosing Marca China to explore your private labels in China despite the continuous impact of the epidemic across the country.

So far, there have been multiple COVID outbreaks across over 20 provinces and municipalities, among which, the situation in Shanghai is severe. At present, all our staff members are working from home, and some exhibitors and partners are facing similar situation or have not returned to work. The exhibitions in Shenzhen were postponed on a large scale and have not been resumed yet. We are facing great challenges in preparing for the exhibition.

As an international exhibition group with a history of 100 years, based on the principle of being responsible for the exhibition effect and the safety of exhibitors and visitors, **we have decided to postpone Marca China, which was originally scheduled to be held at Shenzhen Convention and Exhibition Center (Futian) from June 23 to 25, 2022, until further notice.** We apologize for any inconvenience caused, and we appreciate your support and understanding.

The second edition of Marca China International Private Label Fair is organized jointly by BolognaFiere China Ltd., Shenzhen Retail Business Association, and China Chamber of Commerce for Import and Export of Light Industrial Products and Arts-Crafts (CCCLA). Its parent fair, the 18th edition of Marca by BolognaFiere Private Label Conference and Exhibition ("Marca by BolognaFiere" for short) has successfully concluded in Bologna, Italy from April 12 to 13, attracting a great number of visitors and receiving positive responses. With the success of Marca by BolognaFiere, we are looking forward to meeting you all at Marca China soon.

We will keep trying our best to provide good services to our exhibitors, visitors, and partners, and to meet your needs as much as possible. The series of events planned during the fair will be presented in a new form in the near future. Meanwhile, we will soon start the recruitment for the 19th edition of Marca by BolognaFiere Private Label Conference and Exhibition taking place from January 18 to 19, 2023. Please keep in touch with us and pay attention to our official website and WeChat.

Organizing Committee of Marca China International Private Label Fair  
BolognaFiere China Ltd.  
April 27, 2022

