

ma[®]ca

Bologna
Fiere

by



ASSOCIAZIONE
DISTRIBUZIONE MODERNA

PRIVATE LABEL CONFERENCE AND EXHIBITION

23rd EDITION

13-14

JANUARY

2027

BOLOGNA | ITALY

Where private label leaders connect

12
JANUARY
2027

INTERNATIONAL
BUYERS
PREVIEW



MARCA BY BOLOGNAFIERE & ADM

WHY EXHIBIT

MARCA IS...

LEADER

The only international event in Italy entirely dedicated to Private Label, where the leading retailers of Modern Trade exhibit.

BUSINESS

A unique space to meet Italian and international buyers from the Modern Trade world, build strong partnerships and close new deals.

EXCELLENCE

A key meeting point for the Private Label business community, with the highest concentration of professionals from the modern distribution sector.

SYNERGY

Exclusive organisational partnerships with ADM - Associazione Distribuzione Moderna. The new partnership agreement will allow to attract a growing number of Private Label economic operators.

A COMPLETE ECOSYSTEM

The trade show is a global platform that connects all players in the Private Label supply chain: Food and Non-Food exhibitors and Retailers.

INTERNATIONAL BUYERS PREVIEW

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

On **January 12th**, Marca exhibitors will have access to an exclusive pre-show day dedicated to introducing themselves to selected international buyers who will be attending the exhibition during the official event days.

HIGHLIGHTS 2026

1.533
EXHIBITORS

42.000
NET SQM

25.070
PROFESSIONAL
VISITORS

+9.000
B2B MEETINGS
WITH 320 HOSTED BUYERS
FROM 70 COUNTRIES

Dati certificati
ISFCERT dal 2014



05/2025
MRCK25RGS2

THE VISITORS OF MARCA ARE TRADE PROFESSIONALS:

- Private Label Buyer
- Category Manager
- Central purchasing offices
- Packing specialists
- Import/Export traders
- Distributors
- Wholesalers

DEDICATED EXHIBITION AREAS



Marca Food is the stage for Private Label **food products**.

It spans **exhibition halls** showcasing the best of national and international Private Label food production.

Over one hundred product categories offer a comprehensive overview of the Private Label food sector.

In the MARCA by BolognaFiere & ADM ecosystem, **Non-Food** is increasingly establishing itself as a **strategic pillar of Modern Organised Distribution**, a rapidly expanding sector capable of redefining brand identity and consumer loyalty.

From **home care** to **personal care**, with new skincare brands for younger generations, non-food private labels are evolving towards a **premium positioning**, responding to the need for practical and effective solutions for everyday life.



MARCA Tech: the complete upstream private label supply chain.

The MARCA Tech area dedicated to **upstream services** and **solutions** for private labels is unique in the trade fair landscape: the vertical integration of all services across the entire value chain that make **Private Label innovation** possible.

From **packaging** and **innovative materials** to **integrated logistics solutions** and **automation**, from process digitalisation to the sustainability certifications required by the new PPWR Regulation.

A fully format dedicated to **fruit and vegetables**, a central element in private label strategies. **Fresh** produce represents a true **excellence of Italian retail**, a management model that is attracting great interest in foreign markets: **Fresh made in Italy** is increasingly recognised as a benchmark of quality and innovation in the sector at an international level.

In addition to the fruit and vegetable exhibition, the event hosts sessions dedicated to in-depth analysis, training and discussion on marketing and communication strategies in the department, promoting exchange and networking, as well as an **"Innovation Area"** where the most innovative products and packaging are on display.



An area dedicated to innovation in retailers' private label products within the **Retail Brand Area**, which also hosts the MARCA Awards: **Best Innovation Product** for the best product innovations and **Best Copacker Profile** for excellence among manufacturing partners.

**CHECK OUT THE ONLINE CATALOGUE
AND DISCOVER THE 2026 EXHIBITORS**

marcabymbolognafiere.com



RETAIL PARTNERS

MARCA
BY BOLOGNAFIERE & ADM



Marca by BolognaFiere & ADM is supported by the major large-scale retailing and distribution groups that participate at the fair with their own booth.



Massimo Cavalieri



Federico Cimini



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Alessandra Corsi



Ferdinando Macchione



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Luca Vaccaro



Francesco Anfuso



Armando Strano



Marco Pozzali

marcabybolognafiere.com

WEBSITE

370.000 sessions (+137%)

1.615.000 page views

WEB ADVERTISING
(Google & LinkedIn)

4.700.000 ads



2 SOCIAL MEDIA CHANNEL

YouTube



LinkedIn



Follower **+80%** over 2024
Page impressions: **600.000**
Page reach: **150.000**
Page engagement rate: **10%**

an event by:



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