

Marca Poland, first edition starts In Poznań, an important new chapter on the international scene for BolognaFiere

The result of the cooperation between BolognaFiere and MTP Grupa, Marca Poland marks the start of an international event that aims to revolutionise the private label market in Poland and Eastern Europe, offering Italian companies privileged access to a fast-growing market.

Bologna, 26 March - On **2 and 3 April 2025** Marca Poland, the first exhibition dedicated to the private label market in Eastern Europe, will make its debut in Poznań. An inedited event, born from the cooperation between **BolognaFiere and MTP Grupa**, which brings to Poland the successful 20-year experience of **Marca by BolognaFiere**.

With its tested format and international scope, **Marca Poland** is set to become an essential reference point for the Eastern European Private Label, offering Made in Italy companies privileged access to a fast-growing market. The new Poznań exhibition centre will host Italian and international companies as exhibitors, and Polish retailer **Lidl Polska** will also participate with its own exhibition space.

As a new strategic hub for networking between retailers and manufacturers, Marca Poland is preparing to welcome a qualified but numerous selection of buyers from the international large-scale retail, a key presence for business matching at the event. Representatives of **Aldi, Auchan Polska, Carrefour Polska, Decathlon, Douglas Polska, Eurocash, Jeronimo Martins Polska | Biedronka, Kaufland Polska, Leroy Merlin Polska, Makro Cash & Carry Polska, Netto, Pepco Poland, Rossmann, Selgros Cash & Carry, Spar, Stokrotka** e molti altri.

Conceived for those aiming to expand their business and intercept new opportunities in the Polish market and neighbouring countries, **Marca Poland** intends to put food and non-food producers in contact with leading European retail chains, thus responding to the ever-increasing demand for private label products. This need is more concrete than ever: in Europe, and in particular in France, Germany, Italy, the Netherlands, Spain and Great Britain, the share of private labels in the large-scale retail trade today represents 40% of the large-scale retail market, with prospects for growth in the coming years (source: Circana).

Antonio Bruzzone, CEO of BolognaFiere, expresses his satisfaction '*Marca Poland represents another important step forward in BolognaFiere's internationalisation strategy. As has already happened with Cosmoprof in the cosmetics sector, we intend to export Marca by BolognaFiere's twenty years of experience in the private label sector around the world, creating a network of b2b events. Thus, after Marca China, the agreement with MTP Group Poznań represents another important development step in the Eastern European market*'.

MARCA POLAND: EXCLUSIVE APPOINTMENTS AND BUSINESS OPPORTUNITIES

Immediately after the press conference and opening of the event, on Wednesday 2 April at 10.00 a.m. there will be a conference entitled **Analysis and presentation of PL data in the German market and major European countries**, organised by Circana. The meeting will explore private label trends in **Germany, France, Spain, the UK, the Netherlands and, of course, Italy**, with a specific focus on the German market and the dynamics of the marketing mix.

In the afternoon, at 2.00 p.m., space will be given to the **presentation ceremony of IPLS - International Private Label Selection**, the initiative promoted by **Expertise on Field - IPLC The Retailer Brand Specialists**, which will showcase the 16 innovative Italian PL products selected in January during Marca by BolognaFiere.

Another important event is scheduled for **Thursday 3 April**: the conference **Private label and retailer brands: extraordinary scenarios for a successful relationship between manufacturers and retailers**, organised by IPLC.

A moment of discussion between experts and operators in the sector, which will analyse data, experiences and strategies for the success of PL in international markets.

Ufficio stampa Marca by BolognaFiere

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