

# CONNECT. SOURCE. GROW.



**31 May – 1 June 2022**  
**AMSTERDAM**

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## WELCOME TO PLMA

**N**ew connections lead to new private label business. And the best place to connect with private label suppliers is PLMA's "World of Private Label" International Trade Show. Now in its 35th year, the show brings together more than 2,500 private label manufacturers from over 70 countries with retail and wholesale buyers from more than 80 countries. For 2 days, engagement on the show floor is dynamic, as buyers are sourcing new suppliers or refresh existing connections. Throughout the show floor, innovation in products and packaging is on display, just waiting to be discovered.

Testimony to private label products' popularity is that market shares are greater than 30% in sixteen European countries; in no less than seven countries the share is nearly 50%.

Join PLMA in Amsterdam and see for yourself how the "World of Private Label" can also help your company's private label business.





## THE SHOW IS EFFICIENT

The “World of Private Label” occupies all halls of the RAI Amsterdam Exhibition Centre. Organised to maximize efficiency for retail visitors, the exhibition space is divided into food and non-food sections:

- Europe Complex presents food, snacks and beverages.
- Holland Complex presents household and health and beauty.
- Park Complex presents both food and non-food products.

Show hours are concentrated into two full days of show floor time so visitors can make the most of time away from the office. To maximise productivity, special services help visitors plan their schedule before and at the show.

- PLMA’s online Show Preview is available to registered visitors 30 days before the show to help identify exhibitors and products in advance. PLMA’s exclusive Matchmaker appointment system can be used to arrange meetings with exhibitors.
- PLMA’s New Product Expo displays new product and packaging ideas submitted by this year’s exhibitors.
- PLMA’s online Show Navigator contains all exhibitor and product details and is available to all attendees during both show days.
- PLMA’s Official Catalogue gives complete listings of all exhibitors, products and contact information for follow-up after the show.

## WHO EXHIBITS?

Exhibitors come from everywhere. There are large multi-national corporations and small and medium size companies. There are also many national pavilions, promoting their countries and spotlighting the products of their manufacturers. More than 2,500 exhibiting companies will participate this year, and all of them are eager to start doing business in person again with private label buyers.

## MORE THAN A SHOW FLOOR

PLMA’s “World of Private Label” offers more than a show floor of exhibitors. PLMA’s pre-show seminars provide the latest market research and there is also the Idea Supermarket, with displays of private label

products and packaging from retailers around the world. In addition, the show hosts the International Salute to Excellence Awards, which give recognition to retailers for innovation in their private label products and packaging.

## BRING YOUR WHOLE TEAM!

Few events can have as much impact on your company as visiting PLMA’s annual “World of Private Label”. Don’t just visit the show, though. Use it as a working session with colleagues in your company, or even better, bring your entire team! PLMA’s “World of Private Label” is perfect for building a team approach to your company’s private label business. Product development, marketing, merchandising, operations and senior management can all work together with exhibitors to develop product and category strategies, and PLMA can help you with that.

## REGISTER TODAY

Attending the show is easy. To register, visit [www.plmainternational.com](http://www.plmainternational.com) or request your registration link directly from [www.plma.nl/visit](http://www.plma.nl/visit). For more information, contact PLMA International Council at +31 20 575 3032 or email [visitorinfo@plma.nl](mailto:visitorinfo@plma.nl).





## SHOW ORGANISERS

PLMA's annual "World of Private Label" International Trade Show is organised by the Private Label Manufacturers Association. It is the only organisation of its kind, representing more than 3,500 member companies around the globe. With offices in New York and Amsterdam, PLMA is devoted exclusively to the promotion of private label. Today, it provides services to manufacturers and retailers in more than 75 countries.

## LOCATION AND SCHEDULE

PLMA's "World of Private Label" is held at the RAI Exhibition Centre in Amsterdam, located only 15 minutes from Schiphol International Airport and easily reached by train, metro and automobile.

Monday, 30 May	
Pre-Show Seminars	14.00 – 16.00
Tuesday, 31 May	
Trade Show Floor Open	09.00 – 18.30
Wednesday, 1 June	
Trade Show Floor Open	09.00 – 16.30

## VISITOR SERVICES

Pre-registration is required. All pre-registered visitors receive access to PLMA's online Show Preview approximately 30 days before the show. The Show Preview provides category-by-category listings of all exhibitors, interactive floor plans and general show information. PLMA's exclusive Matchmaker service can be used to arrange appointments with exhibitors prior to the event.

## PLMA'S IDEA SUPERMARKET & NEW PRODUCT EXPO

The Idea Supermarket and New Product Expo are located in the RAI Elicium, conveniently situated between the Europa Complex and Holland Complex. Both are open during show hours.

## ACCESSIBILITY

The RAI Exhibition Centre is wheelchair and disabled accessible. Persons under the age of 16 are not allowed on the show floor. No pets are permitted at any time.

## REGISTRATION

Visitor registration is fully online for maximum convenience of all attendees. One month prior to the show, all registrants receive a personal E-Voucher with which they can use PLMA's Scan & Go Express Admission and thus get quick access to the show floor. To request a registration link, go to [www.plma.nl/visit](http://www.plma.nl/visit).

Private Label Manufacturers Association

International Council • World Trade Center, Strawinskylaan 1873, 1077 XX Amsterdam, The Netherlands  
Telephone +31 20 575 3032 • Email: [info@plma.nl](mailto:info@plma.nl) • [www.plmainternational.com](http://www.plmainternational.com)

