PLMA's WORLD OF PRIVATE LABEL®

CONNECT. SOURCE. GROW.

28-29 MAY 2024

RAI AMSTERDAM CONVENTION CENTRE

Presented by the Private Label Manufacturers Association International Council

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According to the latest 2023 data collected by NielsenIQ, all monitored European countries have posted private label market share increases, in value and in volume. Value shares meanwhile exceed 30% in fifteen European countries and 50% in six European countries, which comes as no surprise as private label market shares have been on the rise for several consecutive years.

The current economic and geopolitical circumstances are partially responsible for private label growth, however quality, innovation, and value for money are the fundamentals of why today's shoppers continue to trust and fill their carts with private label items. Consumers know that private label products offer a combination of what a family needs and can afford, and what they want in terms of social and environmental awareness and an overall healthier lifestyle.

As European private label value shares have grown to over 300bln Euros meanwhile, retailers need viable private label suppliers to keep their shelves stocked and to introduce new, value and exclusive product offerings to consumers. To find private label suppliers, they rely on PLMA's annual World of Private Label International Trade Show, which brings together more than 2.700 private label manufacturers from over 70 countries with retail and wholesale buyers from nearly 100 countries.

The World of Private Label has the largest concentration of private label professionals in the industry. Throughout the show floor, retailers will spend their time discovering innovative products and packaging. Exhibit at the show and see for yourself how PLMA can help your company grow its private label business.







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THE SHOW IS EFFICIENT

The World of Private Label occupies all halls of the RAI Amsterdam Convention Centre. Organised to maximise efficiency for retail buyers, 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 exhibitors and visitors can make the most of the time away from their desk. To promote themselves and their products, exhibiting manufacturers can make use of special services offered by PLMA.

▪ Exhibitors can spotlight their products in the online Show Navigator to attract the attention of interested buyers before, during and after the show.

• Exhibitors can submit innovative products and packaging for selection and free display in PLMA's New Product Expo at the show.

• Exhibitors receive free invitations that can be sent to retailers, wholesalers or other business partners.

• Exhibitors can advertise their companies and products in the online Show Navigator and in the printed Visitor Guide. Options include full-page advertisements, company logos, videos and press releases.

MORE THAN A SHOW FLOOR

The show offers more than exhibition space, however. It provides participants with the latest market research and a special pre-show seminar programme. There is also the unique PLMA Idea Supermarket® with displays of private label products and packaging from retailers around the world. Plus, the show hosts the International PLMA Salute to Excellence Awards that give recognition to retailers for their innovation in private label.

WHO EXHIBITS?

Exhibitors come from everywhere. There are large multi-national corporations and small and medium size companies. There are also nearly 60 national pavilions, promoting their countries and spotlighting the products of their manufacturers. For large companies, the show opens the door to the private label side of retailing. For SME's, the show gives industry-wide exposure and instant credibility.

DON'T MISS THIS OPPORTUNITY TO BUILD YOUR PRIVATE LABEL BUSINESS

Few events can have as much impact on your company as participating in PLMA's World of Private Label International Trade Show. More than 90% of exhibitors and pavilion organisers renew their space each year, but the door is also open for you and your company.

To reserve stand space, contact PLMA International Council today. Call +31 20 575 3032 or email amsterdam@plma.nl. For more details, visit www.plmainternational.com.







PLMA's WORLD OF PRIVATE LABEL®

Facts for Exhibitors

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Show Organisers

PLMA's annual World of Private Label is organised by the Private Label Manufacturers Association. It is the only organisation of its kind, representing more than 4.000 member companies around the globe. PLMA presented its first show in the United States in 1980 and its first show in Europe in 1986. Today, PLMA provides services to member manufacturers in more than 80 countries.

Show Location

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

Show Schedule

Saturday, 25 May	
Stand Build-Up	08.00 – 20.00
Sunday, 26 May	
Stand Build-Up	08.00 – 20.00
Monday, 27 May	
Stand Build-Up	08.00 – 18.00
Pre-Show Seminars	14.00 – 16.00
Tuesday, 28 May	
Exhibitor Access Only	07.30 – 09.00
Trade Show Floor Open	09.00 – 18.30
Wednesday, 29 May	
Exhibitor Access Only	08.00 – 09.00
Trade Show Floor Open	09.00 – 16.30
Stand Breakdown	17.00 – 23.00
Thursday, 30 May	
Stand Breakdown	08.00 - 17.00

Stand Assignments

The trade show floor is divided into food and non-food halls. All stand assignments are based on a first-come, first-served basis in order of receipt of application and payment, product eligibility and availability of space.

Decorations and Furnishings

Turnkey stand packages as well as a full range of exhibit furniture, fixtures, electrical power and other services can be rented from the official contractors using the order forms included in PLMA's online Exhibitor Portal. Exhibitors may also use their own furnishings, provided they conform to trade show rules and the health, safety and fire regulations of the RAI Amsterdam Convention Centre.

Listings

PLMA's exhibit rate includes a listing in the online Show Navigator and in the printed Visitor Guide. Advertising space is available for exhibitors who wish to highlight and promote their company, stand location and products.

Online Show Navigator

PLMA's online Show Navigator provides general show information and product category listings of all exhibitors and is made available to all registered retailers, wholesalers and other visitors 30 days prior to the show to help them identify exhibitors that they want to visit. Full exhibitor listings include company name, address, telephone number, e-mail, website, two contacts, product description, hall and stand number. Exhibitors can spotlight their products by uploading pictures and upgrade their standard listings by ordering online advertising space, logos, videos and press releases. The Show Navigator is updated daily to include the latest additions and adjustments. During show days, the mobile-friendly Show Navigator includes a dynamic floor plan and is accessible to all exhibitors and visitors.

Printed Visitor Guide

The printed Visitor Guide complements the online Show Navigator and is distributed at no cost to all attendees at the four show entrances. It holds exhibitor lists with company name, hall and stand number references for easy wayfinding at the show. To promote their companies to all attendees using the Visitor Guide, exhibitors can order advertisements and logos to be included in the publication.

Buyers List

Exhibitors receive access to the Buyers List in the Show Navigator 30 days prior to the show. The list includes contact details of all pre-registered retail and wholesale companies and is updated daily.

Show Invitations

All exhibitors receive a free set of invitation links to send to retailers, wholesalers and other business partners whom they wish to invite to their stand as their guests.

New Product Expo

PLMA also features exhibitors' innovative products and packaging in its annual New Product Expo. Participation is free for exhibitors but subject to a selection procedure. Products selected are displayed in showcases in the centrally located RAI Elicium during trade show hours.

Exhibit Stands

Single and multi-unit stands are available to accommodate the display needs of all companies. Each exhibit unit measures 3m x 3m. Stand prices include PLMA Shell Scheme, consisting of white laminated separation walls, a white laminated fascia with company name and stand number imprint and grey carpet. Early-morning basic stand cleaning on both show days is included in the exhibit rate as well.

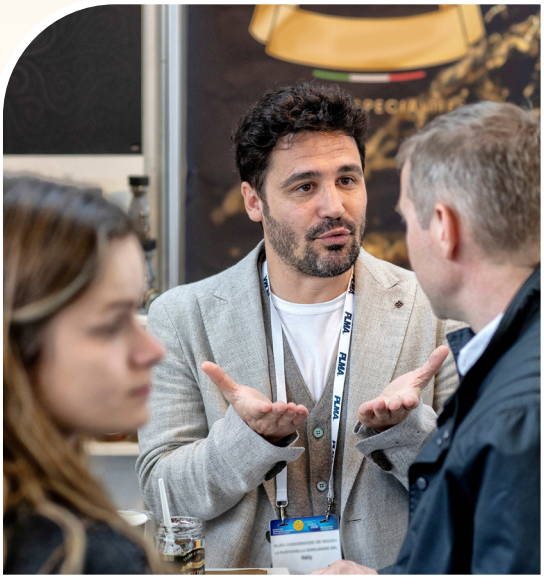
Exhibit Rates

Exhibit rates are subject to reversed VAT. Net rates for PLMA members are:

1 Unit	(3m x 3m)	EUR 3.100
2 Units	(3m x 6m)	EUR 5.600
3 Units	(3m x 9m)	EUR 8.100
4 Units	(3m x 12m)	EUR 10.800
6 Units	(6m x 9m)	EUR 16.200

Exhibitors may become members of PLMA International Council at annual membership dues of EUR 1.500. Non-members must add a surcharge of EUR 2.500.

To exhibit, companies must complete the application to exhibit and return it to PLMA International Council.



PLMA's WORLD OF PRIVATE LABEL®

Retailers and Wholesalers

Meet some of the buyers who attend PLMA's World of Private Label International Trade Show



ABC LAVPRIS
ACTION SERVICE & DISTRIBUTIE B.V.
AEON TOPVALU CO., LTD.
AHOLD DELHAIZE
ALBERT ČESKÁ REPUBLIKA, S.R.O.
ALBERT HEIJN B.V.
ALDI CENTRALE D'ACHAT ET CIE
ALDI EINKAUF SE & CO. OHG
ALDI INC.
ALDI INKOOP B.V.
ALDI MAGYARORSZÁG ÉLELMISZER BT.
ALDI RETAIL - UNIPESSOAL LDA.
ALDI S.R.L.
ALDI STORES
ALDI STORES (IRELAND) LIMITED
ALDI STORES LTD.
ALDI SÜD DIENSTLEISTUNGS / SE
ALDI SUISSE AG
ALDI SUPERMERCADOS, S.L.U.
ALFA BETA VASSILOPOULOS S.A.
ALIBABA
AMAZON
AMS SOURCING B.V.
AS KAUPMEES & KO
ASDA STORES LTD.
AUCHAN FRANCE
AUCHAN ROMANIA S.A.
AXFOOD SVERIGE AB
B&S B.V.
BENNET S.P.A.
BIDFOOD
BIDFOOD B.V.
BILLA AG
BILLA AG ABT. PENNY
BILLA S.R.O.
BİM BIRLEŞIK MAĞAZALAR A.Ş.
BIPA PARFÜMERIEN GMBH
BLOKKER B.V.
BOFROST* DIENSTLEISTUNGS GMBH & CO. KG
BOOTS UK LIMITED (HQ)
CARREFOUR
CARREFOUR - MAJID AL FUTTAIM RETAIL LLC.
CARREFOUR BELGIUM S.A.
CARREFOUR NEDERLAND B.V.
CARREFOUR ROMANIA
CENCOSUD S.A.
CLICKS (PTY) LTD.
COLRUYT N.V.
CONAD
CONSUM S. COOP. V.
COOP DANMARK A/S
CO-OP HUNGARY ZRT.
COOP ITALIA S.C.A.R.L.
COOP MORAVA S.R.O.
COOP NORGE AS
COOP SCHWEIZ
COOP TRADING A/S
COOP UHERSKÝ OSTROH
COOPÉRATIVE U ENSEIGNE
COOPERNIC
COSTCO WHOLESALE
COSTCO WHOLESALE JAPAN
DAGAB INKÖP & LOGISTIK AB
DAGROFA APS
DEKAMARKT B.V.
DELHAIZE LE LION
DELHAIZE SERBIA LIMITED LIABILITY COMPANY
DENNER AG
DESPAR ITALIA C.A.R.L.
DIA% INTERNATIONAL S.A.
DIRK ROSSMANN GMBH
DIRK VAN DEN BROEK SUPERMARKTEN B.V.
DM-DROGERIE MARKT GMBH & CO. KG
DOLLAR GENERAL CORPORATION
DPSP (DROGARIAS PACHECO E SÃO PAULO)
DUNNES STORES
EDEKA ZENTRAL-HANDELSGESELLSCHAFT MBH
EL CORTE INGLÉS S.A.
E-MART CO., LTD.
EMD AG
ESSELUNGA S.P.A.
ETOS B.V.
EUROCASH S.A.
EUROSPIN EKO D.O.O.
EUROSPIN ITALIA S.P.A.
FILE - BIM BIRLEŞIK MAĞAZALAR A.Ş.
GEORG ROTH STIFTUNG & CO. LEBENSMITTELFILIALVERTRIEB KG
GLOBUS MARKTHALLEN HOLDING GMBH & CO. KG
GROUPE CASINO
GRUPO EROSKI
GRUPO PÃO DE AÇÚCAR
GRUPPO PAM S.P.A.
HAKMAR MAĞAZACILIK
HANOS NEDERLAND B.V.
H-E-B
HEMA B.V.
HOFER TRGOVINA D.O.O.
HOLLAND & BARRETT
HOMEPLUS CO., LTD.
HOOGVLIET B.V.
ICA AB
ICELAND FOODS LTD.
IFA RETAIL S.A.
IKEA PURCHASING SERVICES
INTERDIS BELGIUM (CARREFOUR BELGIUM)
INTERMARCHÉ
INTERSPAR GMBH
ITM ALIMENTAIRE INTERNATIONAL
ITMP ALIMENTAR, S.A.
JA! NATÜRLICH NATURPRODUKTE GMBH
JEDNOTA DRUŽSTVO SPOTREBITELÚ V KAPLICI
JEDNOTA SPOTREBNI DRUŽSTVO V HODONÍNE
JERÓNIMO MARTINS
JERONIMO MARTINS POLSKA S.A.
JUMBO BELGIË
JUMBO SUPERMARKTEN B.V.
KAUFLAND DIENSTLEISTUNGEN GMBH & CO. KG
KAUFLAND HRVATSKA K.D.
KAUFLAND STIFTUNG & CO. KG
KESKO CORPORATION
KRONAN
LABEL'VIE HOLDING - CARREFOUR MOROCCO
E. LECLERC
LIDL BELGIUM GMBH & CO. KG
LIDL IRELAND GMBH
LIDL NEDERLAND GMBH
LIDL POLSKA SP. Z O.O.
LIDL PORTUGAL
LIDL SCHWEIZ DL AG
LIDL STIFTUNG & CO. KG
LLC SILPO-FOOD
LOBLAW COMPANIES LIMITED
LOTTE MART
LØVBJERG SUPERMARKED A/S
MAKRO CASH & CARRY POLSKA S.A.
MAKRO CASH & CARRY PORTUGAL, S.A.
MARKS AND SPENCER PLC.
MAXIMA INTERNATIONAL SOURCING, UAB
MD S.P.A.
MEIJER, INC.
MERCADONA, S.A.
MERCATOR D.D.
MERCATOR-S D.O.O.
METRO AG
METRO CASH & CARRY BULGARIA
METRO CASH & CARRY FRANCE
METRO CASH & CARRY GREECE S.A.
METRO CASH & CARRY NEDERLAND B.V.
METRO CASH & CARRY TURKEY
METRO CASH & CARRY UKRAINE
METRO DEUTSCHLAND GMBH
MIGROS TICARET A.S.
MIGROS-GENOSSENSCHAFTS-BUND
MONOPRIX S.A.
MÜLLER HANDELS GMBH & CO. KG
MUSGRAVE GROUP
NORMA GMBH & CO. KG - ÖSTERREICH
NORMA K.S.
NORMA LEBENSMITTELFILIALBETRIEB STIFTUNG & CO. KG
NS STATIONS RETAILBEDRIJF
PAM PANORAMA S.P.A.
PENNY MARKET ITALIA S.R.L.
PENNY MARKET S.R.O.
PENNY MARKT GMBH
PICNIC
PINGO DOCE
PLODINE D.D.
PLUS RETAIL B.V.
REMA 1000 DANMARK A/S
REMA 1000 NORGE AS
RETAIL PARTNERS COLRUYT GROUP N.V.
REWE FAR EAST LIAISON OFFICE ISTANBUL
REWE GROUP BUYING GMBH
REWE GROUP BUYING ITALY S.R.L.
REWE INTERNATIONAL AG
REWE ROMANIA S.R.L.
REWE-BETEILIGUNGS-HOLDING INTERNATIONAL GMBH
RIMI BALTIC GROUP
RITUALS COSMETICS ENTERPRISE B.V.
S GROUP RETAIL BUSINESS - SOK CORPORATION
SAINSBURY'S SUPERMARKETS LTD.
SALLING GROUP A/S
SAM'S CLUB
SAM'S CLUB BRAZIL
SARL SOFORT - SUPER U
SELEX GRUPPO COMMERCIALE S.P.A.
SHOPRITE CHECKERS (PTY) LTD.
SHUFERSAL LTD.
SLIGRO FOOD GROUP BELGIUM
SLIGRO FOOD GROUP NEDERLAND B.V.
SOK - SUOMEN OSUUSKAUPPOJEN KESKUSKUNTA
SONAE MC
SPAR HRVATSKA D.O.O.
SPAR INTERNATIONAL
SPAR MAGYARORSZÁG KERESKEDELMI KFT.
SPAR ÖSTERREICHISCHE WARENHANDELS-AG
SPAR SLOVENIJA D.O.O.
SUPERDRUG STORES PLC.
SUPER-PHARM (ISRAEL) LTD.
C.I.V. SUPERUNIE B.A.
TARGET CORPORATION
TEDI GMBH & CO. KG
TEGUT... GUTE LEBENSMITTEL GMBH & CO. KG
TESCO IRELAND
TESCO STORES ČR A.S.
TESCO STORES LTD.
TIENDAS TRES B
TJ MORRIS LTD., TRADING AS HOME BARGAINS
TJX EUROPE
TOKMANNI OY
TRADER JOE' S COMPANY
UAB LIDL LIETUVA
UNIL AS
UNITED NORDIC INC. AB
VIVA
VOMAR VOORDEELMARKT
WAITROSE LTD.
WALGREENS BOOTS ALLIANCE
WALMART (CHINA) INVESTMENT CO., LTD.
WALMART CANADA CORP.
WALMART DE MEXICO Y CENTROAMERICA
WALMART GLOBAL SOURCING
WAL-MART STORES, INC.
A.S. WATSON GROUP
WHOLE FOODS MARKET, INC.
WM MORRISON SUPERMARKETS PLC.
WOOLWORTH GMBH
WOOLWORTHS LTD.
XENOS B.V.
ŻABKA POLSKA S.A.
ZENTRALE HANDELSGESELLSCHAFT - ZHG - MBH FOOD
ZHENGZHOU ANTS HLEZHONG BUSINESS MANAGEMENT COU, LTD

**Retail and wholesale sample list based on attendance at past two PLMA trade shows.*

About PLMA

A unique organisation

As an exhibitor, your company can take advantage of PLMA membership and enjoy better rates to participate in PLMA's World of Private Label. In addition, members receive special rates for all PLMA conferences, seminars, services and publications that are specifically designed for the private label industry.

Thousands of members worldwide

Founded in 1979, PLMA is a non-profit organisation representing more than 4.000 member companies around the globe. Membership ranges from multinational corporations to small family-owned companies. Their products include food, beverages, snacks, health and beauty, household and kitchen, DIY, and personal and leisure products. Some manufacturers only do private label. Others are well-known brand makers who also have private label operations.

Trade shows

PLMA membership is all about sales and networking opportunities. To help member companies meet retailers throughout the world, PLMA organises the World of Private Label International Trade Show in Amsterdam each May and the annual U.S. Private Label Trade Show in Chicago each November. Both shows are leaders in their category and must-attend events for retail and wholesale buyers.

Conferences

Keeping up with the latest trends, solving industry-wide challenges, and helping member manufacturers to network with retailers and wholesalers is the focus of PLMA's annual conferences. PLMA's Roundtable Conference in Europe is held in October and PLMA's Annual Meeting & Leadership Conference in the U.S. is held in March.

Services

Members have free access to PLMA market research and consumer surveys, as well as to the data prepared by NielsenIQ for PLMA's International Private Label Yearbook. The Yearbook covers trends in thousands of product categories in 17 countries. Other free services available to member companies are PLMA's monthly industry newsletter e-Scanner, PLMA's monthly news video service PLMA Live, and PLMA's Lunch & Learn online speaker sessions.

Training and education

To help members train and educate their management personnel, PLMA organises Executive Education Programmes in conjunction with Nyenrode Business Universiteit. Classes combine interactive teaching with traditional lectures and case studies.

Private Label Manufacturers Association

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