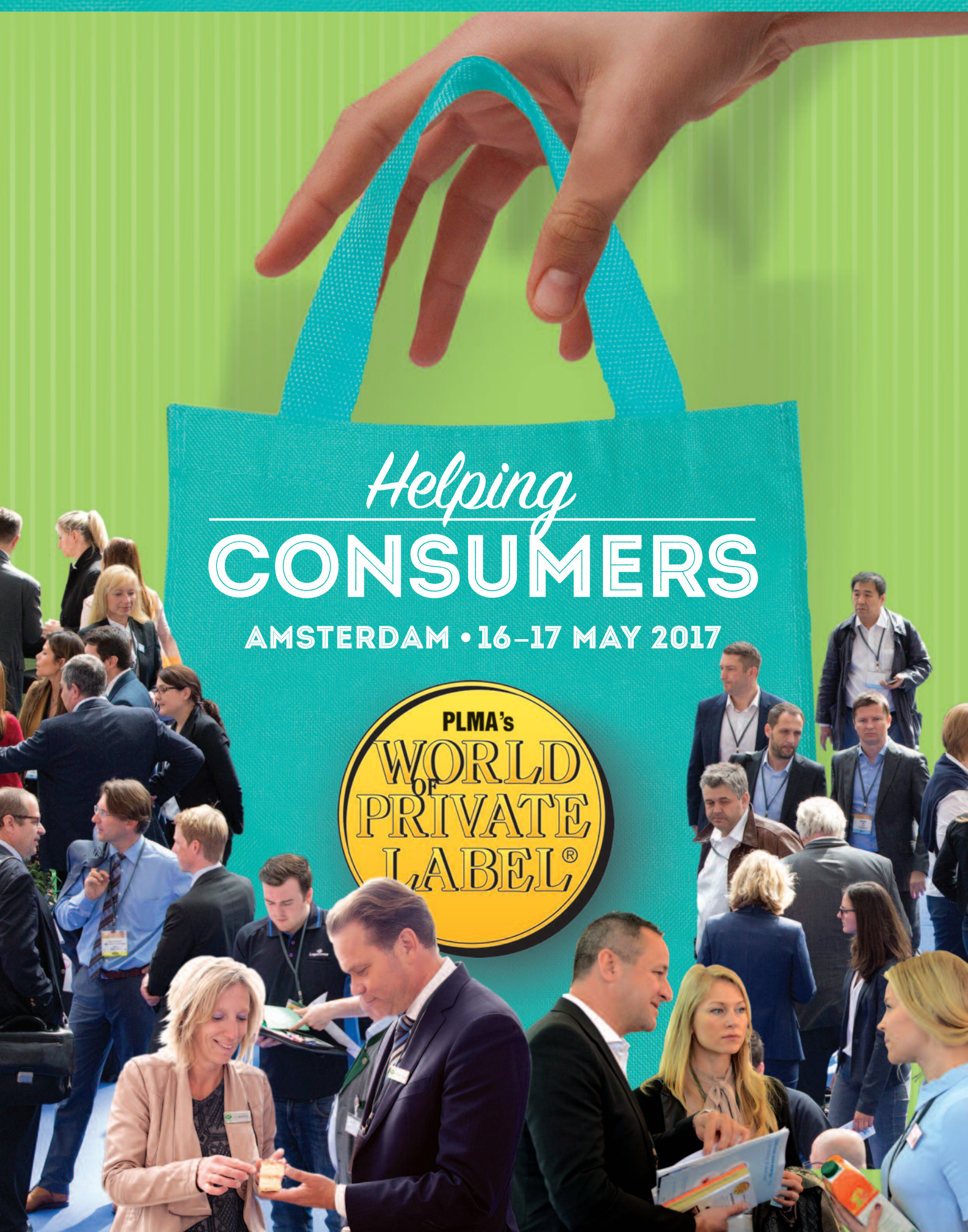


The Private Label Event of the Year

Helping
CONSUMERS

AMSTERDAM • 16-17 MAY 2017



Helping

CONSUMERS

AMSTERDAM • 16-17 MAY 2017

Private label products are very important to consumers. They help them save money when they go shopping ... money that can be used for other family necessities.

But quality must be as good or better than A-brands. Otherwise, consumers will not return and purchase private label again.

It is a simple explanation of the role of private label and the reason why PLMA's annual "World of Private Label" International Trade Show is so important to retailers and manufacturers. It is the place where, together, they can achieve the standard of quality that consumers want and develop new products that shoppers will buy.

The popularity of private label has never been higher. Market share in France, Germany, UK and Spain, for example, exceeds 40% of total supermarket sales. Other markets like Scandinavia and Eastern and Central Europe have now reached over 30% as the growth of private label continues. Retail sales were more than 250 billion euros last year and product assortment stretches from budget to premium, from organic to ethnic.

Where do retailers and manufacturers go to see the latest private label products and get new ideas for marketing and merchandising? For more than 30 years, the answer has been PLMA's annual "World of Private Label" International Trade Show. Conveniently located at the RAI Exhibition Centre in Amsterdam, the event is your opportunity to expand your business in private label.

Buyers and visitors come to the show from more than 115 countries. They represent supermarkets, hypermarkets, discounters, drugstores, wholesalers, importers and exporters. They come from Europe, North America, Asia, Africa, Australia and South America. Some come to find products for low-cost basics. Others are looking for innovation and premium private label.

Exhibitors come from all over the world, too. There are large multi-national corporations and small-and-medium size companies who specialize in private label. For large retailers, the show offers the greatest variety of suppliers. With over 2,400 exhibiting companies, this is the largest show of its kind in the world. For smaller retailers, the show provides a way to see what private label looks like all around the globe. There are nearly 60 national and regional pavilions promoting their countries and spotlighting the products they make.



Organised for efficiency

The show is strategically divided into food and non-food sections to help visitors find the exhibitors and products that they want to see.

- Europa Complex presents food, snacks and beverages.
- Holland Complex presents household and health and beauty products.
- Park Complex presents food, snacks and beverages as well as household and health and beauty.

Special services to help you make the most of your visit to the show.

- PLMA's online Show Preview is available to registered visitors 30 days before the show to help identify new exhibitors and new 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 ideas submitted by this year's exhibitors. PLMA's Show Navigator contains all exhibitor details and is available to all attendees on a dedicated Wi-Fi network during both show days.
- PLMA's Official Catalogue gives complete listings of all exhibitors, products and contact information for follow-up after the show.

More than the show floor

PLMA's "World of Private Label" offers more than a show floor. PLMA's pre-show seminars provide the latest market research. There is also the Idea Supermarket, with displays of private label products and packaging from retailers around the world.



Bring the entire 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. Yes, bring your entire team! PLMA's "World of Private Label" is perfect for building a team approach to your company's private label business. To register, contact PLMA International Council today. Telephone +31 20 5753032, email visitorinfo@plma.nl or visit www.plmainternational.com.



Helping CONSUMERS

AMSTERDAM • 16-17 MAY 2017



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 4,000 member companies around the globe.

Location

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 trains and automobile.

Trade Show Schedule

Monday, 15 May

Pre-Show Seminars and
Salute to Excellence Awards 14.00 - 16.00

Tuesday, 16 May

Trade Show Floor Open 09.00 - 18.30

Wednesday, 17 May

Trade Show Floor Open 09.00 - 16.30

Online Show Preview

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 exhibitors. PLMA's exclusive Matchmaker service can be used to arrange appointments prior to the show.

Official Catalogue

The Official Trade Show Catalogue and digital exhibitor profiles on thumb drives will be available at the show. The profiles include company name, address, telephone and fax number, e-mail, website, product lines and two exhibitor personnel contacts. Product descriptions are published in English, French and German.

Exclusive Market Research

PLMA offers special pre-show seminars on Monday, 15 May in the Forumzaal of the RAI Exhibition Centre. PLMA's Idea Supermarket and New Product Expo is 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 available online for maximum convenience of all attendees. Upon confirmation of registration, visitors 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.



For more information about the show, contact PLMA today.

Telephone +31 20 5753032, e-mail visitorinfo@plma.nl or go to www.plmainternational.com.

Private Label Manufacturers Association

International Council • World Trade Center, Strawinskylaan 671, 1077 XX Amsterdam, The Netherlands

Telephone: +31 20 5753032 Fax: +31 20 5753093 E-mail: info@plma.nl www.plmainternational.com