

PLMA Annual Roundtable Conference

The Future
of the
Private Label
Partnership



26-27 February 2020 • Milan

The Future of the Private Label Partnership

Successful private label depends on a partnership between manufacturers and retailers. How well is the partnership working? How will technology change relationships? How can we improve the way buyers and sellers do business?

The theme of PLMA's 2020 Roundtable Conference is the future of the private label partnership. From robotics to in-store technology, from product development to shelf position, every category in private label faces new challenges. The conference will start with an examination of retailing today and in the future. The morning session will be organized by the highly-regarded Institute for Grocery Distribution (IGD). The programme will also look at supply management issues and best practices in sourcing, product development and private label marketing that can meet today's challenges.

The afternoon session will focus on the impact of consumers on the private label partnership with



a special presentation on the emergence of Generation Z and its shopping behaviour. Concluding the programme will be an industry panel of manufacturers and retailers who will add real-world experiences to the problems and proposed solutions.

PLMA's 2020 Roundtable offers an ambitious agenda of issues which both retailers and suppliers need to understand. Whether your interest is a specific product or an entire private label programme, the success of the private label partnership is at the foundation of your business. Register for PLMA's 2020 Roundtable today and make sure to sign up for PLMA's store visits to major retailers in Italy.



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PLMA'S ANNUAL
ROUNDTABLE
CONFERENCE

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PRELIMINARY PROGRAMME

Wednesday, 26 February

- 12.00 - 13.00 **Registration and Lunch**
- 13.00 - 13.45 **The Italian Retail Landscape**
Speaker: Maria Bogdanova, Senior Research Analyst, Euromonitor
- 13.45 - 14.00 **Store Tour Briefing**
- 14.00 - 18.00 **Visits to Major Retailers in Milan**
- 18.30 - 19.30 **Reception**

Thursday, 27 February

- 09.00 - 09.15 **Introduction to IGD Morning Workshop**
- 09.15 - 12.30 **In-store Technology and Impact on Private Label**
Speaker: Jiong-Jiong Yu, IGD Senior Retail Analyst Asia Innovation & Futures
- Supply Chain Management**
Speaker: Christopher Irish, IGD Head of Insight - Supply Chain

Best Practices in Sourcing, Product Development and Marketing
Speaker: Jon Wright
IGD Head of Retail Insight

12.30 - 13.30 **Lunch**

13.30 - 14.15 **Impact of Consumers: The Emergence of Generation Z**
Speaker: Richard Cope, Senior Trends Consultant, Mintel

14.15 - 15.30 **Industry Real-World Panel**
Moderator: Edgar Elzerman, ECI



Jon Wright
IGD



Jiong-Jiong Yu
IGD



Christopher Irish
IGD



Richard Cope
Mintel



Edgar Elzerman
ECI



Maria Bogdanova
Euromonitor

PLMA Roundtable Annual Conference

For more than 25 years, PLMA's Annual Roundtable has brought manufacturers and retailers together to discuss common problems issues. Conference venues rotate among major cities in Europe and include London, Paris, Berlin, Barcelona, Stockholm, Prague, Budapest, Vienna and Amsterdam. This year, the conference returns to Milan.



Hotel Information:

Host hotel for the 2020 Roundtable is the Hilton Milan, located only five minutes from La Scala opera house and Milan's famous fashion triangle and just one block from the Central Train Station. Special hotel rates have been arranged for conference participants. A special hotel reservation link will be sent to participants upon receipt of conference registration.

Registration Rates:

Members	€ 575
Non-members	€ 675
Retailers	Complimentary

Cancellation must be made in writing at least 10 days prior to the conference. Cancellations received after that date will receive a 50% refund. No refunds will be made on cancellations within five working days prior to the conference.

Private Label Manufacturers Association International Council

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