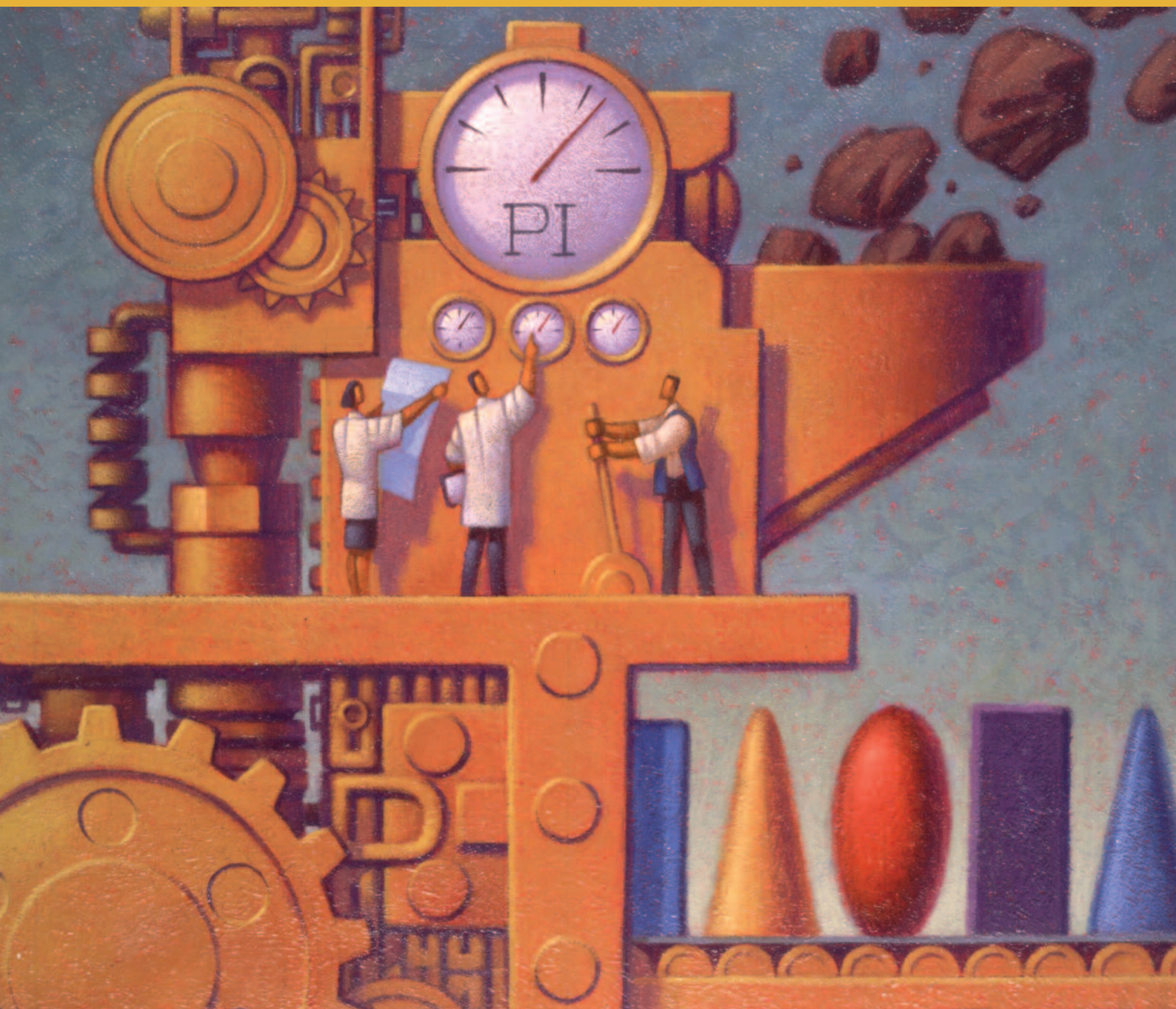


PLMA'S ANNUAL ROUNDTABLE CONFERENCE

The art and science of creating new private label products



- **Learn the process from the retailer's point of view**
- **What is the role of the manufacturer**
- **Find out what consumers expect**

22-23 February 2012 • Barcelona

Presented by the Private Label Manufacturers Association - International Council

The art and science of creating new private label products

Creating new products for private label is one of the most difficult tasks someone can face. Some retailers say they want new products, but often they are reluctant to accept them. Other retailers are using innovative new products to enhance their image and win consumer interest and loyalty. It varies by category. It varies by country. But there are basic principals that can turn new products into big success stories. Creating new products is an art but also a science. PLMA's 2012 Roundtable conference can show you how you and your company can develop new products for today's private label programmes.



Learn from the experts



Tom Stephens
President
Brand Strategy
Consultants and former
Executive Vice President
President's Choice
International



Kees Postma
Former Managing Director
of Ahold Dutch
buying desk
and member of
board of Bijeen



Lynn Dornblaser
Director
CPG Trends Insights
Mintel; Former Editor
New Products News

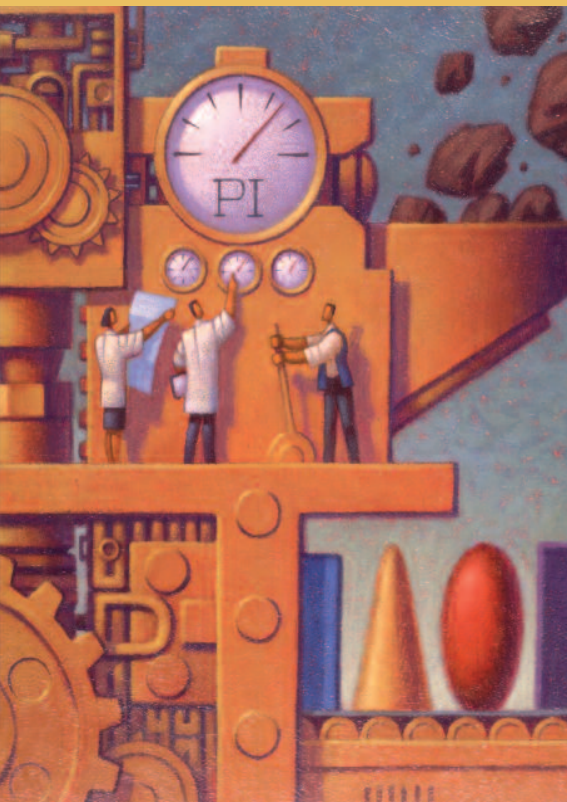


Koen de Jong
Director IPLC
(International Private Label
Consult); Author "Private
Label Uncovered" (2011)



Maurice Palmen
Research Director
TNS Nipo;
Founder,
Clear – M&C
Saatchi

22-23 February 2012 Barcelona



PRELIMINARY PROGRAMME

Wednesday, 22 February

- 12.00 – 13.00 **Registration and lunch**
- 13.00 – 13.45 **Private Label in Spain:**
An overview of Spanish retailing and private label
Speaker: Eva Villa, Managing Director, Symphony IRI Group
- 13.45 – 14.00 **Store Tour Briefing**
- 14.00 – 18.00 **Visits to major retailers in Barcelona**
- 18.30 – 19.30 **Reception**

Thursday, 23 February

- 09.00 – 09.45 **History of new products:**
Why some new products fail and others succeed
Speaker: Lynn Dornblaser, Director, CPG Trends Insight, Mintel
- 09.45 – 10.30 **The retail process:**
How retailers develop new products
Speaker: Kees Postma, Retail Consultant
- 10.30 – 10.45 **Coffee break**
- 10.45 – 11.30 **The role of the manufacturer:**
The experiences and challenges of private label suppliers
Speaker: Koen de Jong, Founder and Director, IPLC
- 11.30 – 12.15 **Consumer expectations:**
An examination of shopper attitudes toward innovation
Speaker: Maurice Palmen, Research Director, TNS Nipo
- 12.15 – 13.00 **The role of social media:**
How to use social media on New Product Development
Speaker: David Bird, Analyst, Verdict/Datamonitor
- 13.00 – 14.00 **Lunch**
- 14.00 – 16.30 **Special workshop:**
Creating new products:
A practical, hands-on session about product development
Speaker: Tom Stephens, President, Brand Strategy Consultants
- 16.45 **PLMA shuttle departs for International airport**



David Bird
Senior Analyst
Consumer Markets
Verdict/Datamonitor



Eva Villa
Managing Director
Symphony IRI Group
Spain

PLMA's ANNUAL ROUNDTABLE CONFERENCE

22-23 February 2012 • Barcelona

For nearly 20 years, PLMA's annual conference has helped member manufacturers and retailers learn about the trends and issues facing private label in Europe. Past conferences have been held in Paris, Frankfurt, London, Milan, Geneva, Stockholm, and Vienna.



Hotel Information

Host hotel for PLMA's 2012 Roundtable conference will be held at the Hotel Rey Juan Carlos I. The hotel offers state-of-the-art conferencing facilities. Special hotel rates have been arranged for conference participants. Upon receipt of registration for the conference, you will receive a link to make the hotel reservation.

Registration Information

Members	€ 425
Non-members	€ 525
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 two days prior to the conference.

Private Label Manufacturers Association
International Council
World Trade Center,
Strawinskylaan 671,
1077 XX Amsterdam,
The Netherlands
Telephone: (31) 20 5753032
Fax: (31) 20 5753093
Email: conferences@plma.nl



PLMA's Annual Roundtable conference 22-23 February 2012 • Barcelona

REGISTRATION

COMPANY _____

NAME _____ JOB TITLE _____

ADDRESS _____

COUNTRY _____ E-MAIL _____

TELEPHONE _____ FAX _____

Category

Manufacturer Retailer Wholesaler Other: _____

Member Non-Member

Registration Fee per Person

Members € 425

Non-Members € 525

Retailers/Wholesalers Complimentary

Hotel and Registration Information

Host hotel for this year's Roundtable conference will be the Rey Juan Carlos I Barcelona. Special rates have been arranged for conference participants. Upon receipt of registration for the conference, you will receive a link to make the hotel reservation.

Please transfer euros to ABN AMRO Bank, Amsterdam, Account No. 54.02.64.792 IBAN no NL52ABNA0540264792, Swift/BIC code: ABNANL2A in favour of Private Label Manufacturers Association or complete credit card information. In case you would like to pay by credit card, for safety reasons, please fax this form to (31) 20 5753093.

Credit Card: Visa Amex Eurocard/Mastercard

Credit Card #: _____

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