



21-22 MAY 2019
AMSTERDAM

All the important
retailers

Excellent
contacts

So many
exhibitors

The best
show for
private label

great
experiences

PLMA's 2019 "World of Private Label" will bring more than 15,000 visitors to the RAI Exhibition Centre in Amsterdam

AMSTERDAM— More than 15,000 trade professionals from 120 countries are expected to attend PLMA's 2019 "World of Private Label" International Trade Show, that will be held 21-22 May at the RAI Exhibition Centre here.

Visitors include retailers representing supermarkets, hypermarkets, discounters, drugstores and department stores, as well as importers and exporters, manufacturers, consultants, sales agents and packaging and design experts.

On the trade show floor, they have the opportunity to visit more than 2,600 exhibiting companies, the largest number ever. The exhibitors are manufacturers and suppliers of fast-moving consumer goods, including food and non-food products from more than 70 countries.

Featured on the trade show floor will be 61 national and regional pavilions. New pavilions this year include ones from Israel, Dubai, Egypt, Latvia and South Africa.

This year's event features the widest assortment of products ever displayed on the exhibition floor. There will be nearly 1,800 exhibitors of food and beverages, around 450 exhibitors of health and beauty items, more than 300 exhibitors of household products, and more than 300 exhibitors of housewares and DIY items.

The trade show exhibits also reflect the latest consumer trends. There will be nearly 600 exhibitors of organic products, more than 250 exhibitors of vegan and vegetarian items, nearly 200 exhibitors of lactose-free products and 150 exhibitors of sugar-free items.

There also will be more than 100 exhibitors in a number of specialty categories, including personal and leisure, pet food and pet accessories, ingredients and raw materials and packaging and related products. In addition, there will be nearly 250 exhibitors of kosher products and more than 200 exhibitors of Halal products.

The theme for this year's "World of Private Label" International Trade Show is "Listen to the Buzz". It highlights the thousands of conversations that will be taking place on the trade show floor between retailers and exhibitors at the world's largest private label exhibition.

The "World of Private Label" exhibition area covers 15 exhibit halls in the RAI Centre, divided over three main complexes. RAI's Europa Complex is devoted to food products, while the Holland Complex has exhibitors displaying non-food products. Park Complex accommodates both food and non-food exhibitors.



21-22 MAY 2019
AMSTERDAM



A special trade show attraction is PLMA's Idea Supermarket. It displays private label ranges of around 60 retailers in Europe, United States, Latin America, Africa and Asia.

Also in PLMA's Idea Supermarket area is a special display of the winning products of PLMA's International Salute to Excellence Awards. The Awards give recognition to outstanding food and non-food private label products that have been introduced by supermarkets, hypermarkets, discounters, drugstores and specialty stores in the past year.

Nearby is PLMA's New Product Expo, displaying more than 600 products presented for the first time on the trade show floor.

One day prior to the opening of the trade show, PLMA will hold a seminar programme at the Forum Zaal at the RAI. There will be presentations by industry experts as well as the announcement of the winners of the 2019 International Salute to Excellence Awards.

For more information about PLMA's 2019 "World of Private Label" International Trade Show, or to arrange an interview with Brian Sharoff, President of PLMA, contact Leonique White, Manager Trade Show Development, PLMA International Council, at telephone: +31 20 5753032 or email: press@plma.nl.

Founded in 1979, PLMA includes members that range from multinational corporations to small and medium sized companies. With executive offices in New York, an International Council office in Amsterdam and representatives across the globe, PLMA provides services to more than 4,400 members worldwide. PLMA presented its first trade show in the United States in 1980, its first trade show in Europe in 1986 and its first trade show in Asia in 1994.