



BACK TO BUSINESS WITH PLMA

14-15 December 2021 | Amsterdam

Press Release - For immediate release

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Back to business with PLMA - New Dates for PLMA's 2021 "World of Private Label" Trade Show

The Private Label Manufacturers Association announces that its PLMA 2021 "World of Private Label" international trade show, which was originally scheduled for May this year, will now take place on **14-15 December** at the RAI Exhibition Centre in Amsterdam.

"We are very excited to return to holding an in-person trade show in 2021, even if it is later than originally planned", said Peggy Davies, president of PLMA. "The PLMA team and its partners are fully motivated and eager to welcome the trade back to business in Amsterdam."

According to PLMA, the show's physical configuration and safety policies are being organised as consistent with all COVID-19 government regulations and protocols: Extra-wide aisles, hygiene toolkits on stands, safe catering and stand design setups, are some of the measures to be expected.

"The show floor will be adapted to the new social distancing rules whilst maximising all available space to provide the best possible in-person experience", explained Peggy Davies.

For more than 35 years, PLMA's "World of Private Label" has been the world's largest trade event dedicated to private label, presenting large numbers of expert member manufacturers, and welcoming retail and wholesale buyers from all over the world. In 2019, 2.700 companies from 70 countries were exhibiting at the RAI in Amsterdam and visitors totalled 15.000 from 120 countries.

For more information about PLMA's 2021 "World of Private Label" or arrange an interview with Peggy Davies, President of PLMA, contact Leonique White 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 4,500 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.