



23-24 MAY 2023

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Walmart SVP Arjan Both to Keynote PLMA's International Trade Show in May

AMSTERDAM (May 2023) - PLMA announces that Arjan Both, Walmart's Senior Vice President of Food Sourcing, will be the keynote speaker at the 2023 "World of Private Label" International Trade Show next month at the RAI Exhibition Centre in Amsterdam.

Arjan Both will speak on 22 May about opportunities in global sourcing and international negotiations. His presentation is part of the pre-show seminar programme that will be held one day before the opening of the 23-24 May international trade show.

Other presenters at the pre-show seminars are:

- Servé Muijres, Retail Consultant Shopper, GfK Netherlands. Muijres will speak about "Behavior Changes of FMCG Shoppers in Challenging Times: Insight in Consumer Attitudes and the Implications for Private Label Retailers and Manufacturers."
- Kayleigh Meister, Analytical Team Lead, NielsenIQ. Meister will discuss the "Current Outlook of European Private Label Trends: The Latest Update of the Country-by-Country Market Share Data and Trends."

Admission to the seminars is complimentary to all registered visitors and exhibitors in possession of a valid "World of Private Label" entrance badge.

Also on 22 May, the winners of PLMA's 2023 International Salute to Excellence Awards will be announced. The awards honour retailers for innovation and quality in private label products and packaging. More than 100 award-winning products representing 56 food categories and 34 non-food categories will be recognized.

"PLMA is proud to offer a comprehensive pre-show programme to give attendees a clear understanding of product and consumer trends that will drive the private label business forward," said PLMA President Peggy Davies.

PLMA's 2023 "World of Private Label" International Trade Show is the world's largest private label event, featuring more than 2,600 exhibiting manufacturers from 70 countries, including 1,000+ exhibitors of sustainable products and 60 national and regional pavilions. PLMA is thrilled to welcome many first-time exhibitors from countries including Argentina, New Zealand and Singapore, as well as a new country pavilion from Costa Rica.

More than 500 products will be on display in the New Product Expo, along with 60+ private label ranges from retailers across the world in the PLMA Idea Supermarket®.

Products on display will include fresh, frozen and refrigerated foods, dry grocery, and beverages, as well as non-food categories, including cosmetics, health and beauty, household and kitchen, auto aftercare, garden, housewares and DIY. The show floor is divided into separate food and non-food halls to help visitors make the most of their time.

The show will draw more than 15,000 visitors from over 120 countries.

For more than 35 years, PLMA's annual "World of Private Label" International Trade Show has brought retailers together with manufacturers to help them find new products, make new contacts, and discover new ideas that will help their private label programmes succeed and grow. This year's show comes at a time when private label accounts for more than 40% of all products sold in seven European countries and for more than 30% in another nine countries in Europe.

For more information, visit plmainternational.com.

About PLMA

PLMA's annual "World of Private Label" International Trade Show is organised by the Private Label Manufacturers Association (PLMA), a non-profit trade organization founded in 1979 to promote the store brands industry. With executive offices in New York and International Council offices in Amsterdam, PLMA represents more than 4,000 member companies worldwide. In addition to the Annual Private Label Trade Show in Chicago and the World of Private Label Trade Show in Amsterdam, PLMA provides annual conferences, executive education and professional development opportunities. Follow PLMA on plma.com, plmainternational.com, and LinkedIn.

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