



LIFE IS  
GOOD  
IN PRIVATE LABEL

**AMSTERDAM | 26-27 May 2020**

# WELCOME TO PLMA



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IN PRIVATE LABEL

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**M**anufacturer or retailer, life in private label is good. Market share in Europe is nearly 40% or more in eight countries and consumer acceptance of retailer brands has never been higher. Yes, competition is fierce but the opportunities for new products and new business are extraordinary. The same applies to PLMA's "World of Private Label" International Trade Show. Efficient, productive, it is simply the best private label show in the world. More exhibitors, more buyers, more contacts than any other show. Exhibit and see for yourself how the "World of Private Label" can help your company's private label business.



# AMSTERDAM

## The show is organised for results

The exhibition occupies all 15 halls of Amsterdam's RAI Exhibition Centre, but it is divided into food and non-food sections to simplify retail visits.

- Europa Complex presents food, snacks and beverages.
- Holland Complex presents household and health and beauty.
- Park Complex presents both food and non-food products.

Show hours are concentrated into two days of show floor time so exhibitors don't spend wasted time standing around with nothing to do. The show offers exhibiting manufacturers special services to promote themselves and their products.

- Exhibitors can announce new products online prior to the show and arrange meetings with interested retailers.
- Exhibitors can submit innovative products and packaging for free display in PLMA's New Product Expo.
- Exhibitors receive complimentary invitations that can be sent to retailers, wholesalers or other business partners.
- Exhibitors can advertise their stands in the Official Catalogue, online Show Preview and Show Navigator.

## PLMA's "World of Private Label" is more than the show floor

The show offers more than exhibition space, however. It provides participants with the latest market research and a special pre-show seminar programme. There is also PLMA's unique Idea Supermarket with displays of private label products and packaging from retailers around the world. Plus, the show hosts the International Salute to Excellence Awards that give recognition to retailers for innovation in private label.

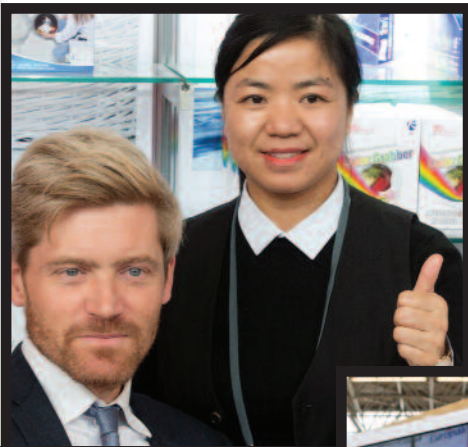
## Who exhibits?

Exhibitors come from all over the world. There are large multinational corporations and small and medium size companies. There are also many national pavilions, promoting their countries and spotlighting the products of their manufacturers. For big companies, the show opens the door to the private label side of retailing. For SME's, the show gives industry-wide exposure and instant credibility.

## Don't miss this opportunity to build your private label business

Few events can have as much impact on your company as participating in PLMA's 2020 "World of Private Label" International Trade Show. More than 85% of exhibitors and pavilion organisers renew their space each year but the door is also open for you and your company.

To learn more about exhibiting, go to [www.plma.nl/2020](http://www.plma.nl/2020) or contact PLMA International Council at [amsterdam@plma.nl](mailto:amsterdam@plma.nl) or +31 20 575 3032. For more information on PLMA, visit [www.plmainternational.com](http://www.plmainternational.com).



# 26-27 May 2020



# Facts for Exhibitors



## Show Organisers

PLMA's annual "World of Private Label" is organised by the Private Label Manufacturers Association. It is the only organisation of its kind, representing more than 4.500 member companies around the globe. PLMA presented its first show in the United States in 1980 and its first show in Europe in 1986. Today, PLMA provides services to member manufacturers in more than 75 countries.

## Show Location

PLMA's "World of Private Label" is held at the RAI Exhibition Centre in Amsterdam, located only 15 minutes from Schiphol International Airport and easily reached by train, metro and automobile.

## Trade Show Schedule

### Saturday, 23 May

Stand Build-Up 08.00 – 20.00

### Sunday, 24 May

Stand Build-Up 08.00 – 20.00

### Monday, 25 May

Stand Build-Up 07.00 – 18.00

Pre-Show Seminars 14.00 – 16.00

### Tuesday, 26 May

Trade Show Floor Open 09.00 – 18.30

### Wednesday, 27 May

Trade Show Floor Open 09.00 – 16.30

Stand Breakdown 17.00 – 23.00

### Thursday, 28 May

Stand Breakdown 06.00 – 14.00

## Stand Assignments

The trade show floor is divided into food and non-food halls. All stand assignments are based on a first-come, first-served basis in order of receipt of application and payment, product eligibility and availability of space.

## Decorations and Furnishings

A full range of exhibit furniture, fixtures, electrical power and other services can be rented from the official contractors using the order forms from PLMA's online Exhibitor Portal. Exhibitors may also use their own furnishings, provided they conform to trade show rules and safety and fire regulations.

## Official Catalogue

All PLMA exhibitors receive a free listing in the printed Official Trade Show Catalogue. The listing includes company name, address, telephone number, e-mail, website, product description and stand number. Advertising space is available for exhibitors who wish to highlight and promote their stand location or products.

## Online Show Preview and Show Navigator

PLMA's online Show Preview provides category-by-category listings of exhibitors including full contact details and is made available to all registered retail and wholesale visitors 30 days prior to the show to help them identify exhibitors that they want to visit. In the Show Preview, exhibitors can announce their new products, upload pictures and highlight their standard company listings by ordering online advertising space. PLMA regularly updates the online Show Preview to include the latest additions and adjustments. Once the show starts, the Show Preview turns into the mobile-friendly Show Navigator, which is freely accessible to all visitors and exhibitors.

## Preliminary Buyers List

Exhibitors receive a preliminary list of buyers 30 days prior to the show. The list includes all pre-registered retail and wholesale companies so that appointments can be arranged in advance.

## Special Show Invitations

All exhibitors receive a set of complimentary show invitations to send to retailers, wholesalers and other business partners whom they wish to invite to the show as their guests at no additional cost.

## New Product Expo

PLMA also features exhibitors' innovative products and packaging in its annual New Product Expo. Participation is free for exhibitors. Products selected are displayed in showcases in the PLMA Idea Supermarket during trade show hours.

## Exhibit Stands

Single and multi-unit stands are available to accommodate the display needs of all companies. Each exhibit unit measures 3m x 3m. Stand prices include standard fascia, grey carpet and stand cleaning on both show days. Exhibitors are separated by white plastic laminate walls. All aisles are carpeted.

## Exhibit Rates

Exhibit rates are subject to reversed VAT.

Net rates for PLMA members are:

1 Unit	(3m x 3m)	€ 2.900
2 Units	(3m x 6m)	€ 5.200
3 Units	(3m x 9m)	€ 7.500
4 Units	(3m x 12m)	€ 10.000
6 Units	(6m x 9m)	€ 15.000
8 Units	(6m x 12m)	€ 19.500

Non-members must add a surcharge of € 2.500. Exhibitors may become members of PLMA International Council at annual membership dues of € 1.500. To exhibit, companies must complete the application to exhibit and return it to PLMA International Council.

# Retailers and Wholesalers

## Meet the buyers who attend PLMA's "World of Private Label" International Trade Show



AMS SOURCING B.V.  
ACTION SERVICE & DISTRIBUTIE B.V.  
AEON TOPVALU CO., LTD.  
AGECORE S.A.  
AHOLD DELHAIZE  
ALBERT ČESKÁ REPUBLIKA, S.R.O.  
ALBERT HEIJN B.V.  
ALDI CENTRALE D'ACHAT  
ALDI EINKAUF GMBH & CO. OHG  
ALDI INC.  
ALDI INKOOP B.V.  
ALDI INKOOP N.V.  
ALDI STORES  
ALDI SUPERMERCADOS, S.L.  
AMAZON.COM  
AMAZON EU S.A.R.L.  
AMAZON UK  
ASDA STORES LTD.  
AUCHAN FRANCE  
AUCHAN MAGYARORSZÁG KFT.  
AUCHAN PRODUCTION ALIMENTAIRE  
AUCHAN RETAIL  
AXFOOD SVERIGE AB  
BAZAAR SUPERMARKETS S.A.  
BENNET S.P.A.  
BIDFOOD  
DE BIJENKORF  
BILLA AG  
BILLA S.R.O.  
BİM BİRLEŞİK MAĞAZALAR A.Ş.  
BLOC CVBA  
BODY & FIT  
BOFROST\* DIENSTLEISTUNGS GMBH & CO. KG  
BOOTS UK LIMITED (HQ)  
CGC-EUROPE  
CARREFOUR  
CARREFOUR BELGIUM S.A.  
GRUPO CARREFOUR ESPAÑA  
CARREFOUR - MAJID AL FUTTAIM RETAIL LLC.  
CARREFOUR ROMANIA  
GROUPE CASINO  
RETAIL PARTNERS COLRUYT GROUP N.V.  
COLRUYT N.V.  
CONAD  
CONSUM S. COOP. V.  
COOP (SCHWEIZ)  
COOP CENTRUM DRUŽSTVO  
COOP DANMARK A/S  
COOP ITALIA S.C.A.R.L.  
COOP NORGE AS  
COOP SVERIGE AB  
CO-OP TRADE JAPAN LTD.  
COOP TRADING A/S  
EL CORTE INGLÉS S.A.  
COSTCO WHOLESALE UK LTD.  
COSTCO WHOLESALE  
CRAI SE.COM. S.P.A.  
DM-DROGERIE MARKT GMBH & CO. KG  
DAGROFA APS  
DAIRY FARM GROUP  
DEEN SUPERMARKTEN B.V.  
DELHAIZE LE LION  
DENNER AG  
DESPAR ITALIA C.A.R.L.  
DIA% INTERNATIONAL S.A.  
DIA PORTUGAL - SUPERMERCADOS S.A.  
DIXY GROUP JOINT STOCK CO.  
DUNNES STORES  
EMC DISTRIBUTION - MARQUE CASINO  
EMD AG  
EDEKA ZENTRALE AG & CO. KG  
E-MART CO., LTD.  
GRUPO EROSKI  
ESSELUNGA S.P.A.  
ETOS B.V.

EUROSPIN ITALIA S.P.A.  
FRESSNAPF TIERNÄHRUNGS GMBH  
GLOBUS SB-WARENHAUS HOLDING  
GMBH & CO. KG  
H-E-B  
HANOS NEDERLAND B.V.  
HEMA B.V.  
HOFER KG  
HOLLAND & BARRETT BENELUX  
HOMEPUS CO., LTD.  
IFA ESPAÑOLA, S.A. - GRUPO IFA  
ICA AB  
ICI PARIS XL  
IGES S.R.L.  
IKEA FOOD SERVICES AB  
INNNES LTD.  
INTERMARCHÉ  
ITMP ALIMENTAR, S.A.  
JEDNOTA SPOTREBNI DRUŽSTVO  
JERÓNIMO MARTINS  
JERONIMO MARTINS POLSKA S.A.  
JUMBO SUPERMARKTEN B.V.  
KAUFLAND STIFTUNG & CO. KG  
KESKO OYJ  
KONZUM D.D.  
E. LECLERC  
LIDL AUSTRIA GBMH  
LIDL BELGIUM GMBH & CO. KG  
LIDL GREAT BRITAIN LIMITED  
LIDL NEDERLAND GMBH  
LIDL STIFTUNG & CO. KG  
LOBLAW COMPANIES LIMITED  
RETAIL CHAIN MAGNIT - TANDER  
MAKRO AUTOSERVICIO MAYORISTA S.A.  
MAKRO CASH & CARRY BELGIUM N.V.  
MAKRO CASH & CARRY CR S.R.O.  
MAKRO CASH & CARRY POLSKA S.A.  
MAKRO CASH & CARRY PORTUGAL S.A.  
MAXIMA INTERNATIONAL SOURCING, UAB  
MEIJER, INC.  
MERCADONA, S.A.  
MERCATOR D.D.  
MERCATOR-S D.O.O.  
METCASH LIMITED  
METRO AG  
METRO CASH & CARRY D.O.O.  
METRO CASH & CARRY INDIA PVT. LTD.  
METRO CASH & CARRY JAPAN  
METRO CASH & CARRY NEDERLAND B.V.  
METRO CASH & CARRY ÖSTERREICH GMBH  
METRO CASH & CARRY ROMANIA S.R.L.  
METRO CASH & CARRY RUSSIA  
METRO CASH & CARRY TURKEY  
METRO CASH & CARRY UKRAINE  
METRO DEUTSCHLAND GMBH  
METRO JINJIANG CASH & CARRY CO., LTD.  
MIGROS-GENOSSENSCHAFTS-BUND  
MONOPRIX S.A.  
T.J. MORRIS LIMITED  
WM MORRISON SUPERMARKETS PLC.  
MÜLLER GROSSHANDELS LTD. & CO. KG  
MUSGRAVE GROUP  
MUSGRAVE RETAIL PARTNERS IRELAND  
NETTO MARKEN-DISCOUNT AG & CO. KG  
NORMA GMBH & CO. KG - ÖSTERREICH  
NORMA LEBENSMITTELFILIALBETRIEB  
STIFTUNG & CO. KG  
OFFICE DEPOT EUROPE B.V.  
GRUPO PÃO DE AÇÚCAR  
PENNY MARKT GMBH  
PETS AT HOME LTD.  
PICARD SURGELÉS S.A.S.  
PICNIC  
PINGO DOCE  
PLUS RETAIL B.V.

POUNDLAND LTD.  
RETAIL CHAIN «PYATEROCHKA»  
REAL GMBH  
REMA 1000 DANMARK A/S  
REMA 1000 NORGE AS  
REWE GROUP BUYING GMBH  
REWE GROUP BUYING ITALY S.R.L.  
REWE INTERNATIONAL AG  
REWE-ZENTRAL AG  
DIRK ROSSMANN GMBH  
SOK - SUOMEN OSUUSKAUPOJEN KESKUSKUNTA  
SAINSBURY'S SUPERMARKETS LTD.  
SALLING GROUP A/S  
SAM'S CLUB  
SELEX GRUPPO COMMERCIALE S.P.A.  
SHOPRITE CHECKERS (PTY) LTD.  
SHUFERSAL LTD.  
LLC SILPO-FOOD  
SLIGRO FOOD GROUP NEDERLAND B.V.  
SONAE MC  
THE SPAR GROUP LIMITED (SOUTH AFRICA)  
SPAR HOLDING B.V.  
SPAR HRVATSKA D.O.O.  
SPAR INTERNATIONAL  
SPAR MAGYARORSZÁG KERESKEDELMI KFT.  
SPAR MIDDLE VOLGA  
SPAR ÖSTERREICHISCHE WARENHANDELS-AG  
SPAR (UK) LTD.  
STAPLES SOLUTIONS  
SUPERDRUG STORES PLC.  
SUPER-PHARM (ISRAEL) LTD.  
C.I.V. SUPERUNIE B.A.  
TARGET CORPORATION  
TEGUT... GUTE LEBENSMITTEL GMBH & CO. KG  
TESCO IRELAND  
TESCO POLSKA SP. Z O.O.  
TESCO STORES ČR A.S.  
TESCO STORES LTD.  
TRADER JOE'S COMPANY  
TIENDAS TRES B  
COOPÉRATIVE U ENSEIGNE  
UNILAS  
UNITED NORDIC INC. AB  
ALFA BETA VASSILOPOULOS S.A.  
WALGREENS BOOTS ALLIANCE  
WALMART (CHINA) INVESTMENT CO., LTD.  
WAL-MART MEXICO Y CENTRAL AMERICA  
WALMART SOURCING AND PROCUREMENT (UK)  
WAL-MART STORES, INC.  
A.S. WATSON (EUROPE) GROUP AG  
A.S. WATSON (HEALTH & BEAUTY  
CONTINENTAL EUROPE)  
WHOLE FOODS MARKET, INC.  
WILKO RETAIL LTD.  
WOOLWORTH GMBH  
WOOLWORTHS LTD.  
X5 RETAIL GROUP  
ŻABKA POLSKA S.A.  
ZENTRALE HANDELSGESELLSCHAFT  
- ZHG - MBH FOOD

## A unique organisation

As an exhibitor, your company can take advantage of PLMA membership and enjoy better rates to participate in PLMA's 2020 "World of Private Label". In addition, members receive special rates for all PLMA conferences, seminars, services and publications that are specifically designed for the private label industry.

## Thousands of members worldwide

Founded in 1979, PLMA is a non-profit organisation representing more than 4.500 member companies around the globe. Membership ranges from multinational corporations to small family-owned companies. Their products include food, beverages, snacks, health and beauty, household and kitchen, DIY, and personal and leisure products. Some manufacturers only do private label. Others are manufacturers of well-known brands but also have private label operations.

## Member services throughout the year

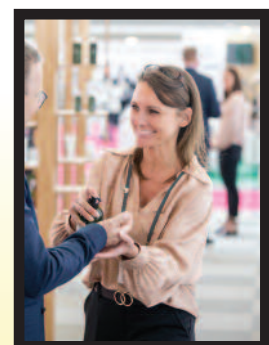
To help member companies meet retailers in other parts of the world, PLMA also organises the annual U.S. Private Label Trade Show in Chicago and sponsors an international pavilion at the Shanghai Private Label Fair in China. Conferences include PLMA's Roundtable Conference that is held in different cities in Europe annually and PLMA's annual Leadership Conference that is held in the U.S.

## Exclusive market research

As a member of PLMA, your company has access to exclusive market research data prepared by The Nielsen Company for PLMA's International Private Label Yearbook. The Yearbook contains market share data on more than 7.000 product categories in 20 countries. To understand buying trends, PLMA regularly commissions consumer surveys of shoppers in Europe's leading markets. Reports are sent to all members.

## Training and education

To help members train and educate their management personnel, PLMA organises Executive Education Programmes in conjunction with Nyenrode Business Universiteit and other well-known institutions. Classes combine interactive teaching with traditional lectures and case studies.



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Private Label Manufacturers Association

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