

Meet the world's private label buyers



Amsterdam | 22-23 May 2012

Presented by the Private Label Manufacturers Association - International Council

Meet the world's



Private label is a global phenomenon but there is one place where you can meet private label buyers from all over the world. It is PLMA's "World of Private Label" International Trade Show. Retailers



from more than 75 countries attend to find new products, meet new suppliers and build their private label business.

Now, you can exhibit at PLMA's "World of Private Label" and bring your products to the attention of important decision-makers from supermarkets, hypermarkets, drugstores, wholesalers, buying groups and other retailers from around the world.



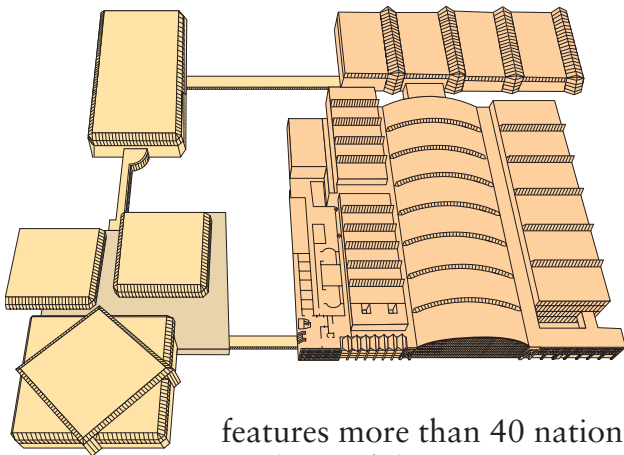
For manufacturers with established brands in their own countries, private label means the opportunity to build business without expensive advertising and promotion. For small and medium-size companies, it means a chance to compete for orders from large retailers. For large international suppliers, it means forging a relationship with global retailers and becoming a source of supply in multiple markets.



PLMA makes exhibiting simple, too. The show is held in Amsterdam's RAI Exhibition Centre, situated near Schiphol International Airport.

Amsterdam | RAI Exhibition

private label buyers



features more than 40 national pavilions promoting the products of their countries.

To help make the show floor easy to navigate, PLMA's "World of Private Label" is divided into separate halls for food and non-food products. The Europa complex is devoted to food, snacks and beverages while the Holland complex presents household and health and beauty. The show also features more than 40 national pavilions promoting the products of their countries.



As an exhibitor, you can use PLMA's 2012 show to introduce new products and to promote your company. You can display innovative new products in PLMA's New Product Expo. You can also announce new products online by participating in PLMA's Matchmaker programme with retail buyers.

Exhibitors receive a preliminary list of all registered retailers and wholesalers approximately 30 days before the show as well as complimentary invitations to the show that they can send directly to retailers, wholesalers and business partners. Reserve your exhibit space now.

PLMA's "World of Private Label" sells out quickly. More than 85% of exhibitors and national pavilion organizers renew their space each year. Make sure that your company is not left out. Contact PLMA today.



Centre | 22-23 May 2012

SHOW ORGANISERS

PLMA's annual "World of Private Label" International Trade Show is organised by the Private Label Manufacturers Association. It is the only organisation of its kind, representing more than 3,200 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, it provides services to member manufacturers in more than 70 countries. In addition to the annual trade shows in Europe and U.S., PLMA also co-sponsors the Shanghai Private Label Fair in China and Private Label Day in Korea.

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. It can also be easily reached by intercity trains and automobile.

TRADE SHOW SCHEDULE

■ Sunday, 20 May	
Stand Build-Up	08.00 – 18.00
■ Monday, 21 May	
Stand Build-Up	08.00 – 19.00
Pre-Show Seminars	14.00 – 16.00
■ Tuesday, 22 May	
Trade Show Floor Open	09.00 – 18.30
■ Wednesday, 23 May	
Trade Show Floor Open	09.00 – 16.30
Stand Breakdown	17.00 – 20.00
■ Thursday, 24 May	
Stand Breakdown	08.00 – 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.

SPECIAL PAVILIONS

Over 40 national and regional pavilions will be presented at the show. Consult PLMA regarding these special pavilions.

DECORATION AND FURNISHINGS

A full range of exhibit furniture, fixtures, electrical power and other services can be rented from the official contractor using forms that will be included in the contractor documents. 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 Official Trade Show Catalogue. The listing includes company name, address, telephone and fax number, e-mail, website, product lines and two exhibitor personnel contacts. Product descriptions are published in English, French and German. Advertising space is available for exhibitors who wish to highlight and promote their stand location or products.

PRELIMINARY BUYERS LIST

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



SHOW PREVIEW

Category-by-category listings of exhibitors are sent to all registered retail and wholesale visitors 30 days prior to the show to help them identify exhibitors that they want to visit. In addition, PLMA regularly updates category-by-category listings on its website.

PLMA MATCHMAKER™

Exhibitors and buyers can also make use of PLMA's Matchmaker software which permits exhibitors to announce new products and services so that buyers can contact exhibitors prior to the show to arrange appointments.

SHOW INVITATIONS

Exhibitors receive complimentary show invitations to contact retailers, wholesalers and other business partners whom they wish to invite to the show as their guests.



NEW PRODUCT EXPO

Exhibitors are invited to submit their new products for inclusion in PLMA's New Product Expo. Products selected are displayed in showcases in a central location during trade show hours. Selection is based on the level of innovation of the product submitted.

EXHIBIT STANDS

Single and multi-unit stands are available to accommodate the display needs of all companies. Each unit measures 3m x 3m. Stand prices include standard fascia, grey carpet and opening day stand cleaning. 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)	€ 2,410
2 Units	(3m x 6m)	€ 4,520
3 Units	(3m x 9m)	€ 6,630
4 Units	(3m x 12m)	€ 8,940
6 Units	(6m x 9m)	€13,560
8 Units	(6m x 12m)	€17,680

Non-members must add a surcharge of €2,000. Exhibitors may become members of PLMA International Council at annual membership dues of €1,000. To exhibit, companies must complete the application to exhibit and return it to PLMA International Council.

Here are some of the retailers and wholesalers who come to PLMA's "World of Private Label" International Trade Show



3663 FIRST FOR FOODSERVICE
 PHARMACY CHAIN 36.6
 AES B.V. - AHOLD EUROPEAN SOURCING
 AMS SOURCING B.V.
 ACTION SERVICE & DISTRIBUTIE B.V.
 AEON CO., LTD.
 AGENOR S.A.
 ROYAL AHOLD
 AHOLD CZECH REPUBLIC A.S.
 ALBERT HEIJN B.V.
 ALDI CENTRALE D'ACHAT
 ALDI EINKAUF GMBH & CO. OHG
 ALDI INKOOP B.V.
 ALDI STORES LIMITED
 ASDA STORES LTD.
 AUCHAN CENTRALE D'ACHATS
 AUCHAN IMPORT EXPORT
 AUCHAN POLAND SP. Z O.O.
 AUCHAN PRODUCTION ALIMENTAIRE
 AXFOOD SVERIGE AB
 BAZAAR SUPER MARKETS S.A.
 BEIJING HUALIAN GROUP
 BENNET S.P.A.
 BETTERWARE UK LTD.
 BIJEEN
 BIM BIRLESİK MAGAZALAR A.S.
 BLOC S.C.R.L.
 BLOKKER B.V.
 THE BODY SHOP INTERNATIONAL PLC.
 BOFROST* DIENSTLEISTUNGS GMBH & CO. KG
 BOOTS THE CHEMISTS
 C1000
 CBA KERESKEDELMI KFT.
 GROUPE CARREFOUR
 CARREFOUR BELGIUM
 GRUPO CARREFOUR ESPAÑA
 CARREFOUR MARCHANDISES INTERNATIONALES
 COLRUYT N.V.
 CONAD
 CONSUM S. COOP. V.
 COOP (SCHWEIZ)
 COOP CENTRUM DRUŽSTVO
 COOP ITALIA S.C.A.R.L.
 COOP TRADING A/S
 EL CORTE INGLÉS S.A.
 LE GROUPE JEAN COUTU (PJC) INC.
 CRAI SE.COM. S.P.A.
 DM-DROGERIE MARKT GMBH & CO. KG
 DANSK SUPERMARKED A/S
 DÉCATHLON
 DEEN SUPERMARKTEN B.V.
 DELHAIZE LE LION
 DELI XL
 DENNER AG
 DESPAR SERVIZI
 DETAILCONSULT FORMULE MANAGEMENT
 DIA% INTERNATIONAL S.A.
 DOLLAR GENERAL CORPORATION
 DOLLAR GENERAL - INDIA LIAISON OFFICE
 DUNNES STORES
 EMC DISTRIBUTION - MARQUE CASINO
 EMD AG
 E-MART
 EDEKA ZENTRALE AG & CO. KG
 GRUPO EROSKI
 ESSELUNGA S.P.A.
 EUROSPIN ITALIA S.P.A.
 FAKTA A/S
 FOZZY GROUP
 GLOBUS SB-WARENHAUS HOLDING
 GMBH & CO. KG
 GROCERS SUPPLY WHOLESALE GROCER
 H-E-B GROCERY CO.
 HANOS NEDERLAND B.V.
 HEMA B.V.
 ITMI PORTUGAL REGIONAL MERCADORIAS S.A.
 ICA AB
 IDEA D.O.O.
 IKEA FOOD SERVICES AB
 INEX PARTNERS OY



INTERMARCHÉ
 JEDNOTA SPOTREBNÍ DRUŽSTVO
 JEDNOTA DRUŽSTVO
 JEDNOTA OVD
 JERONIMO MARTINS DYSTRYBUČIA S.A.
 JUMBO SUPERMARKTEN B.V.
 KAISER'S TENGELMANN GMBH
 GALERIA KAUFHOF GMBH
 KAUFAND POLSKA MARKET SP. Z O.O. SP. K.
 KAUFAND WARENHANDEL GMBH & CO. KG
 KESKO FOOD LTD.
 KONZUM D.D.
 KOPEYKA-MOSCOW
 KRUIDVAT B.V.B.A.
 LEADER PRICE HOLDING
 E. LECLERC
 LIDL NEDERLAND
 LIDL STIFTUNG GMBH & CO. KG
 LINDS A/S
 LOBLAW COMPANIES LIMITED
 LSG SKY CHEFS
 RETAIL CHAIN MAGNIT - TANDER
 MAKRO CASH & CARRY BELGIUM N.V.
 MAKRO CASH & CARRY CR S.R.O.
 MAKRO CASH & CARRY POLSKA S.A.
 MAKRO SELF SERVICE WHOLESALE LTD.
 MEIJER, INC.
 MERCADONA, S.A.
 MERCATOR D.D.
 METFOOD PTY LTD.
 METRO CASH & CARRY TURKEY
 METRO CASH & CARRY DANMARK APS
 METRO CASH & CARRY DEUTSCHLAND GMBH
 METRO CASH & CARRY INTERNATIONAL GMBH
 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 UKRAINE
 MIGROS-GENOSSENSCHAFTS-BUND
 MONOPRIX
 T.J. MORRIS LIMITED
 WM MORRISON SUPERMARKETS PLC.
 MÜLLER LTD. & CO. KG
 MUSGRAVE GROUP
 NETTO A/S
 NETTO FOODSTORES LIMITED
 NETTO MARKEN-DISCOUNT AG & CO. KG
 NORMA GMBH & CO. KG - ÖSTERREICH
 NORMA LEBENSMITTELFILIALBETRIEB GMBH & CO. KG
 NORMA S.A.R.L.
 GRUPPO PAM S.P.A.
 PARK'N SHOP - A.S. WATSON GROUP (HK) LIMITED
 PENNY MARKT GMBH
 PETS AT HOME LTD.
 PICARD SURGELÉS S.A.S.

PICK 'N PAY GROUP
 PLUS RETAIL B.V.
 PROVERA ALIMENTAIRE FRANCE
 REAL HIPERMARKETLERI ZINCIRI A.S.
 REAL, - HYPERMARKET LLC
 REAL HYPERMARKET ROMÂNIA S.R.L.
 REAL,- SB-WARENHAUS GMBH
 REAL SP. Z O.O. I SPOLKA
 REMA 1000 DANMARK A/S
 REWE-ZENTRAL AG
 RITUALS COSMETICS
 DIRK ROSSMANN GMBH
 SAVERS HEALTH & BEAUTY LTD.
 SCA PRODUITS RÉGIONAUX S.A.
 SCA PR POLSKA SP. Z O.O.
 ANTON SCHLECKER
 FRITZ SCHUR CONSUMER PRODUCTS A/S
 SELEX GRUPPO COMMERCIALE S.R.L.
 SHINSEGAE CO. LTD. - E-MART ADMINISTRATION
 SHUFERSAL LTD.
 SIGMA SOC. COOP.
 SLIGRO FOOD GROUP NEDERLAND B.V.
 SOBEYS INC.
 SONAE MC
 SPAR HOLDING B.V.
 SPAR INTERNATIONAL
 SPAR MANAGEMENT AG
 SPAR ÖSTERREICHISCHE WARENHANDELS-AG
 SPAR RETAIL N.V.
 THE SULTAN CENTER
 SUPER DE BOER
 SUPERDRUG STORES PLC.
 SUPERGROS A/S
 SUPERQUINN
 C.I.V. SUPERUNIE B.A.
 SYSTÈME U
 TEGUT... GUTBERLET STIFTUNG & CO.
 TESCO GLOBAL ÁRUHÁZAK ZRT.
 TESCO POLSKA SP. Z O.O.
 TESCO STORES CR A.S.
 TESCO STORES LTD.
 TOILETRY SALES LTD.
 TRADER JOE'S COMPANY INC.
 TUKO LOGISTICS COOPERATIVE
 UNIL AS
 VEROPOULOS BROS S.A.
 WAL-MART STORES INC.
 A.S. WATSON (EUROPE) GROUP AG
 A.S. WATSON (HEALTH & BEAUTY CONTINENTAL
 EUROPE) B.V.
 WHOLE FOODS MARKET, INC.
 WOOLWORTH GMBH
 WOOLWORTHS (PTY) LTD.
 X5 RETAIL GROUP
 XENOS B.V.
 YAOKO CO. LTD.
 ZENTRALE HANDELSGESELLSCHAFT - ZHG - MBH FOOD

A unique organisation for a unique industry

As a prospective exhibitor, your company can take advantage of PLMA membership and enjoy member rates to participate in PLMA's 2012 "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.

Founded in 1979, PLMA is a non-profit organisation.

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 well-known brand makers who also have private label operations.

To help member companies meet retailers in other parts of the world, PLMA also organises the annual U.S. Private Label Trade Show each November in Chicago and co-sponsors the Shanghai Private Label Fair in China and Private Label Day in Korea. In addition, all exhibitors are featured in PLMA Global, PLMA's online trade show which reaches more than 5,000 buyers on the Internet throughout the year.



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 consumer buying trends, PLMA, in conjunction with Ipsos MORI, publishes reports on shopping attitudes in Europe's leading markets.

To help members train and educate their management personnel, PLMA sponsors Executive Education Programmes in conjunction with Nyenrode Business Universiteit and other well-known institutions. Classes combine interactive teaching with traditional lectures and case studies. PLMA member companies are eligible for special tuition rates to participate in the programme.



Through these services, PLMA helps member companies become more competitive.

For more information about any of these services, contact PLMA International Council in Amsterdam or your PLMA representative.



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