

SHANGHAI NEW  
INTERNATIONAL  
EXPO CENTER,  
HALL N1-N5



# SHANGHAI PRIVATE LABEL FAIR

2019, DEC.10-DEC.12

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SINCE 2010

Where good  
Products  
meet good  
Brands

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## SHANGHAI PRIVATE LABEL FAIR(PLF)

### Shanghai Private Label Fair (PLF) 10th Edition

- Date:** December 10th- 12th
- Venue:** Shanghai New International Expo Center; Hall N1-N5
- Scale:** 1000 companies, 2500booths, 50,000sqm, 35,000visitors (expected)
- Organizer:** Private Label Specialty Committee of Shanghai Licensing Association (PLSC)  
Private Label Manufacturers Association (PLMA®)

### PLF is one of the 3 largest global private label trade shows in the world.

- \* Strictly selected 1000 exhibitors which are OEMs, equipped with rich experience in private label and foreign trading.
- \* Professional exhibitors coming from more than 14 countries, offering great opportunities for business matchmaking.
- \* Private Label Fair scheduled to a large scale of 2500 booths in its 10th edition.
- \* Expertises from U.S & Europe shared their most valuable knowledge in China Private Label Forum
- \* The one and only professional private label show in China. Raise your chance of deal making



## CONCURRENT EVENTS

- China Private Brand Challenge Award
- Forum&Conference
- Business Matchmaking Meeting
- Retailer Luncheon



## Private Label Specialty Committee (PLSC)

A branch of Shanghai Licensing Association, was established in September 2013. The organization was founded by retailing companies, private label manufacturers and service providers, which represents the leading force in the retail industry and private label fields.

YOU CAN FIND US ON: [www.plsc.org.cn](http://www.plsc.org.cn)

## EXHIBITS



### PERSONAL CARE PRODUCTS

- Vitamins & over-the-counter medications
- Care and cleansing (oral, body)
- Eye, ear and nose care
- Health care and first aid supplies
- Women, adults and baby products
- Hairdressing supplies and tools
- Cosmetic products
- etc.

### DAILY NECESSITY

- Household cleaning and fragrance products
- Cleaning Products
- Tissue paper
- Bathroom ware
- Plastic products & Storage ware
- Clothing, footwear and accessories
- Home textile
- Kitchen ware
- Gardening tools
- Pet supplies
- etc.



### FOOD & BEVERAGE

- Snacks
- Puffed food
- Grain and oil non-staple food
- Beverages and drinks
- Biscuit pastry
- Confectionery
- Prepared food
- Nutritional health products
- North and South dry goods
- Pasta
- etc.



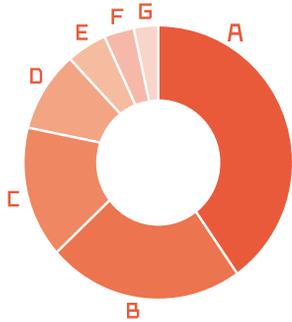
### FRESH FOOD

- Delicatessen
- Aquatic products
- Poultry
- Meat
- Fruit and vegetable
- Premade food
- Frozen/fast frozen vegetables
- Fast frozen noodles
- Condiments
- Organic food
- etc.



## Visitors Geographical distribution Percentage

**The Total Audience**  
20,680



- A.** 32% Asia
- B.** 27% Europe
- C.** 22%, Hong Kong, Macau and Taiwan
- D.** 8% North America
- E.** 6% Oceania
- F.** 4% South America
- G.** 1% Africa



**Total of foreign countries and regions 48**

**92.1%**

of visitors are satisfied with Shanghai private label fair

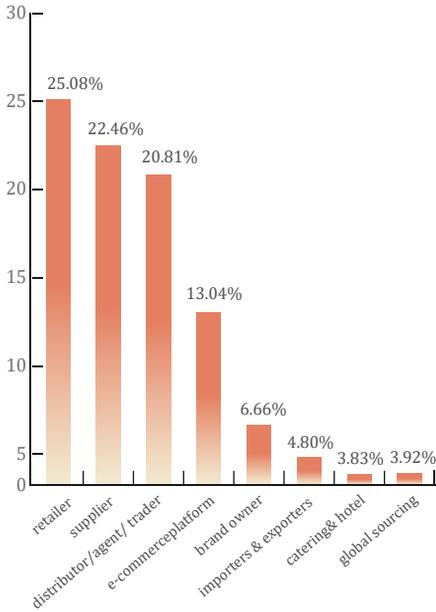
**96%**

of visitors think they achieved the goal of participation in Shanghai private label fair

**89%**

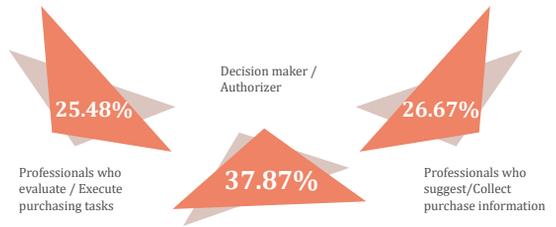
of visitors are decision maker in procurement

## Categories of 2018 PLF Visitors Percentage



Demand for grocery and personal care products reached to 65.71%,  
Demand for food 59.86% ,  
Demand for fresh food 33.11%

In order to create popular private label products, decision makers attended PLF to catch the latest Private Label trend and learned valuable information.



## PRIVATE LABEL REPRESENTATIVE



## PREMIUM BUYERS

### International Retailer

Wal-mart  
Metro  
Carrefour  
Ikea  
Decathlon  
Auchan

### Online Retailer

Taobao  
Jingdong  
Suning.com  
Vip.com  
Netease  
Youzan.com

### China Retailer

Vanguard  
Yonghui  
Lianhua  
Wu-mart  
Wushang  
Beter Life

### New Retailer

Hemaxiansheng  
Yh Super Species  
Sp@ce  
Haiwuhui  
Fresh Ideas  
Bailian Riso

### Convenience Store

Lawson  
Easy Joy  
Usmile  
Meijijia  
Familymart  
Our Hours

### Specialty Store

Watsons  
Mannings  
Sephora  
Miniso  
Muji  
Jumei.com

## VISITORS FEEDBACK

### WAL-MART(CHINA)INVESTMENT CO.,LTD

Walmart has been participating for PLF for 2 years in a row. Witnessing the growth of PLF. It has made big progress and is meeting the standards of professional global fairs. PLF has boosted the reputation of private label products for Walmart and gaining a number of potential suppliers from domestic and overseas. Apart from that, we started seamless cooperation with some premium trading channels. We foresee that PLF has a bright future. We intend to seek closer cooperation with suppliers and manufactures so as to build up the core competitiveness.

### HANGZHOU LIANHUA HUASHANG GROUP CO., LTD

High PCT(per customer transaction) merchandise returned to PLF, such as beef jerky, we sense the business of snack food will look up in future. Providing healthy food will be the long-lasting topic in food industry.

### NEW HUADU SUPERCENTER CO.,LTD

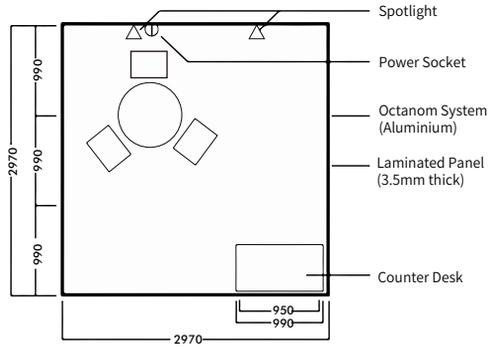
PLF is a professional fair with a enlarging influence. We succeed in achieving 2 business partners in food this year and we always benefit greatly from the participation of PLF each year.

## 2018 PLF OVERSEAS EXHIBITORS



# PARTICIPATION FEE

## Standard Booth Photo



## Standard Booth Setting

- \* 9sqm (3m\*3m) venue,
- \* 3.5m-high wall,
- \* Carpet,
- \* 1 negotiation table,
- \* 1 consultation table,
- \* 3 chairs,
- \* Lights,
- \* Fascia board and

## Booth Fee

Standard booth(3mx3m):

USD2500/booth

Raw Space(minimum 36m<sup>2</sup>):

USD250/ m<sup>2</sup>

## Registration Fee

Membership: USD 1500

(Joint membership for PLMA&PLSC.

Benefit the service as a member &

Registration fee)

Non-Membership: USD 300

(PLF2019 Registration Fee/Asian Exhibitors Only)



Venue Instruction

# HOW TO PARTICIPATE

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🌐 <http://en.plfasia.com> & [www.plsc.org.cn](http://www.plsc.org.cn)

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