

SHANGHAI NEW
INTERNATIONAL
EXPO CENTER,
HALL N1-N5



SHANGHAI PRIVATE LABEL FAIR

2019, DEC.10-DEC.12

www.en.plfasia.com

SINCE 2010

Where good
Products
meet good
Brands

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SHANGHAI PRIVATE LABEL FAIR



SHANGHAI PRIVATE LABEL FAIR(PLF)

Shanghai Private Label Fair (PLF) 10th Edition

Date: December 10th- 12th

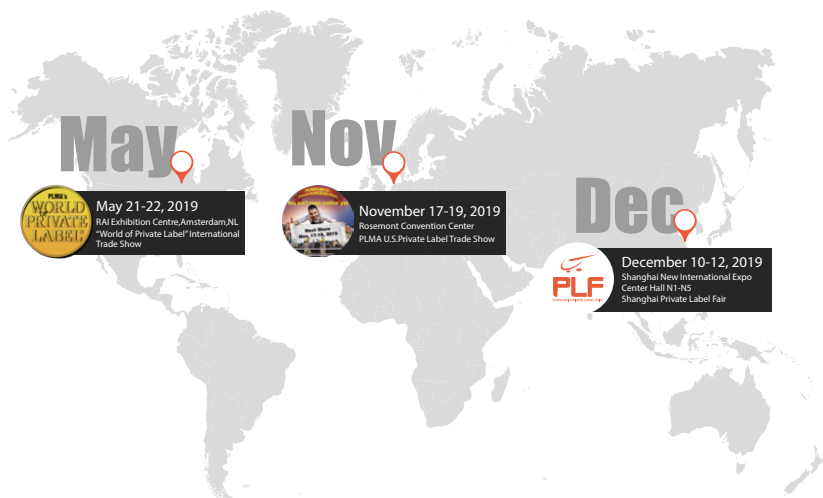
Venue: Shanghai New International Expo Center; Hall N1-N5

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 schduled 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

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

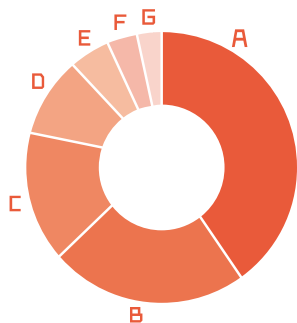
Delicatessen
Aquatic products
Poultry
Meat
Fruit and vegetable
Premade food
Frozen/fast frozen vegetables
Fast frozen noodles
Condiments
Organic food
etc.



2018PLF VISITOR ANALYSIS

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

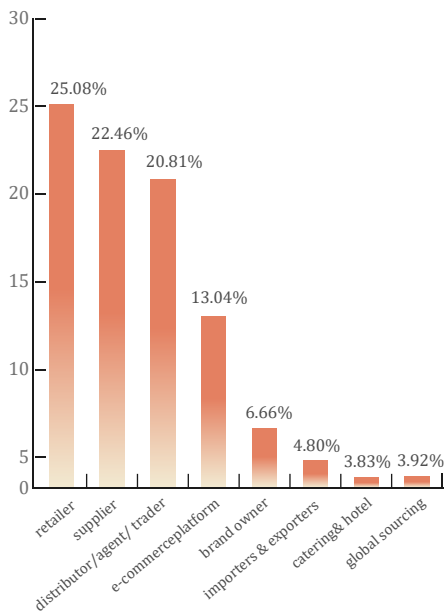
96%

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

89%

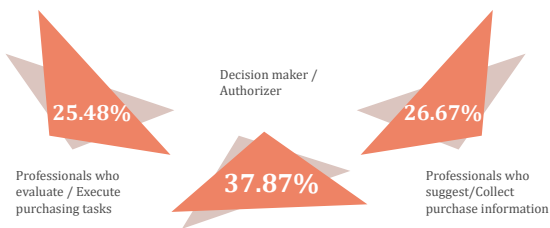
of visitors are decision maker in procurement

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
Meiyijia
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

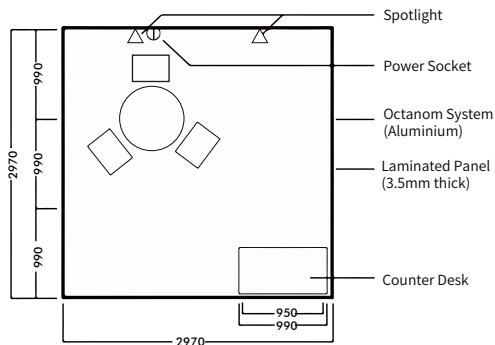
PLF is a professional fair with a enlarging influence. We succeed in achieving 2 business partners in food this year and we always benefit greatly from the participation of PLF each year.

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 36m²):

USD250/ m²

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

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CATCH THE LATEST TIDE OF PRIVATE LABEL .

THANK YOU FOR FOLLOWING OUR WECHAT OFFICIAL ACCOUNTS.

