

THE *Gulfood*  
PORTFOLIO IS EXPANDING

# MENA'S ONLY PRIVATE LABEL & LICENSING EVENT



**130**

Exhibitors from  
4 continents



**5,000**

Dedicated private  
label buyers

**PRIVATE LABEL  
& LICENSING**  
MIDDLE EAST

معرض العلامات التجارية الخاصة والترخيص في الشرق الأوسط

**29-31 OCT 2019**

DUBAI WORLD TRADE CENTRE



Register for Free Entry at  
**[www.prime-expo.com](http://www.prime-expo.com)**

Globally, Middle East & Africa reports the highest perception improvement for quality when it comes to private label.

# DISCOVER CONSUMER TRENDS & MARKET INSIGHTS AT THE FOLLOWING PLATFORMS



## Private Label & Licensing Middle East Summit

- Category trends, quality standards, when to switch to a co-packer
- Omni-channel engagement, premiumisation, shifting loyalty from brand to store



## Packaging Masterclass

- Achieving premium private label through packaging design
- Connecting with customers through customized high-end and sustainable packaging



## Brand licensing workshops

- Budget versus outcome– a common misconception
- Controlling your IP and protecting your brand
- Connected shopping, experiential marketing and other licensing trends



## Meetings Programme

Book meetings & request quotations today to maximise your productivity at the show

View the full agendas at

[www.prime-expo.com](http://www.prime-expo.com)

Private label sales are growing 3 x faster than national brands.

\*Source: Nielsen

Dollar volume from mass retailer private label brands climbed 41% over the past 5 years, compared with 7.4% for national brands.

\*Source: Private Label Manufacturers Association analysing Nielsen data

34% of retailers believe private label will affect their product portfolio strategy more than any other market trend over the next 12 months

\*Source: Gulfood Global Outlook Report



# MEET MANUFACTURERS FROM 4 CONTINENTS WITH MAJOR CONTRIBUTIONS FROM:



CHINA



TURKEY



INDIA



Egypt



GERMANY



GREECE



CZECH REPUBLIC



Singapore



POLAND



SAUDI ARABIA



JORDAN



Italy

## Meet regional & global suppliers of



**Non-food FMCG**  
covering cosmetics,  
personal care, hygiene,  
household



**F&B covering**  
dry, fresh, frozen,  
organic, specialty,  
premium

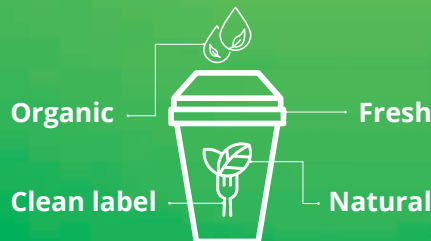


**Licensing**  
covering sports,  
entertainment &  
lifestyle brands

## Why attend Private Label & Licensing Expo?

- ✓ **Win retail shelf space** by optimizing on cost, quality & turnaround
- ✓ **Personalise guest experiences** by switching to trusted, sustainable suppliers
- ✓ **Outsource production** for better capacity, expertise and infrastructure
- ✓ **Increase sales** of food & non-food through brand licensing

## Growth accelerators include



## Growth categories include



Chilled  
Ready Meals



Healthy  
Snacks



Affordable  
Facial Cosmetics



# TRENDS AND HIGHLIGHTS:

This year, private label will see a race for the best marketing strategies, looking to penetrate the largest market segments.

**Phil Henwood**, Chief Executive Officer  
*Limewood Gourmet*



Carrefour had launched their highly successful private label range 5 years ago to cater to the tastes and preferences of its customers by introducing a wide variety of quality and prices suitable for all consumers. The leading retailer brand will be available to discuss partnership opportunities with regional and international manufacturers to support the exceptional growth of their private label program.

**Don't Miss:**

Develop the packaging and be creative on formulations. Consumers are becoming obsessed with health, provenance and food security

**Mike Watkins**, Head of Retailer & Business Insight, *Nielsen*



Sustainable packaging is a clear differentiator for your private label products. Tetra Recart® is the first retortable carton package designed for shelf-stable products traditionally filled in cans or glass jars. It offers benefits along the value chain, such as cost efficiency, strong environmental performance and added convenience.

Consumers aren't just saying they like private brand – they're also shifting their dollars accordingly. Today 53% of consumers shop at a store specifically for its private brand.

**Michael Taylor**, President  
*Daymon*



Companies looking to outsource coffee production can benefit from 7 decades of co-packing experience, high production capacity and award winning quality standards. Anorka was recently ranked No. 1 out 260 Dubai Industrial City factories for excellence in conformity, a testament to their success having grown from a single shop to 9 thriving factories around the world.



Hotels can curate all in-room placements by selecting products that will align with the brand. A unique, locally-produced body wash might be just the thing you need to leave a lasting impression.

**Francois Botha**, Contributor  
*Forbes 2019*



Home, clothing and personal care is in high demand within private label e-commerce while DPH is accelerating more than any other private label category in the UAE. Benchmarking their compatibility with global standards, Giant Industrial Group's state-of-the-art 95,000 meter squared facility has a production capacity of 60,000,000 kilograms annually, distributing household products and personal care to 25 countries globally.

Between 2015 and today, 40 per cent more consumers in the UAE and KSA are more price conscious.

**Abdellah Iftahy**, Partner, Leader of Consumer and Retail practice in Middle East  
*McKinsey & Company*



As the industry seeks out premium flavours at value price points, BRC-certified Flavourtech invest in a world-class team of flavour scientists to create trend-led products and quality ingredients using only natural colours and compounds.

Retail and related revenue generated globally by the trademark licensing business in 2017 rose 3.3% to US\$271.6B

**LIMA**



Turner WarnerMedia's popular Cartoon Network brands have succeeded in growing unit sales across wide-scale categories including FMCG, home entertainment, themed entertainment and live events. Explore brand trademarks including Ben 10, The Powerpuff Girls and many more.



