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YOUR BRAND HERE

PRIVATE LABEL  
& LICENSING

MIDDLE EAST

08-10 NOV 2022

DUBAI WORLD TRADE CENTRE



THE MENA REGION'S ONLY  
**PRIVATE LABEL & LICENSING EVENT**

Brought to you by the organisers of



Co-location with





# THE GLOBAL PIVOT TOWARDS PRIVATE LABEL CONTINUES GROWING STRONGER

Global perceptions of private-label products have proven to be largely favourable, with almost three-quarters of global respondents (71%) saying that private-label quality has improved over time.



of Indian consumers say that the quality of private-label products is improving\*



of South African consumers plan to support more local food/drink brands over the next 12 months\*



Almost seven in 10 German consumers believe that the range of private label products has improved in recent years\*



of UK buyers of branded and private label products say buying own-label makes them feel like a savvy shopper\*



During the crisis, consumers bought more private labels and entry price products that have now become their go-to choices. An opportunity for retailers to revise their portfolio and shift volume to products aligned to consumer choices.

**FROST & SULLIVAN  
RESEARCH**



\*Source: Daymon



DEDICATED TO  
CONNECT YOU TO  
THE BIGGEST BUYERS  
FOR PRIVATE LABEL  
IN THE REGION



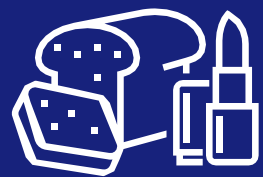
6000+

visitors



52

countries  
worldwide



26

food and non-  
food categories



500+

brands  
showcased



**TRIXIE LOHMIRMAND**  
Executive Vice President, Dubai World Trade Centre

With more businesses across the food and non-food FMCG sectors realising and maximising the potential of private label, **Private Label & Licensing Event** is the industry's meeting point that will help set the future agenda. The three-day expo will be abuzz with industry-defining discussions, game-changing business opportunities and unprecedented networking.





# TOP RETAILERS TURN TO PRIVATE LABEL FOR HIGHER PROFITABILITY & MARKET SHARE



We foresee huge double digit growth of private label for the years to come.

**BERNARDO PERLOIRO**

Chief Operating Officer  
MAF-Carrefour



We are seeing robust growth for private label products in our stores across the region and we are investing heavily to further grow the range.

**YUSSUFALI**

Chairman & Managing Director  
LuLu Group



In a Major new partnership, **Musgrave will supply Choithrams with more than 500 products from its SuperValu own brand range** alongside other Irish brands and products from SuperValu's Food Academy programme.



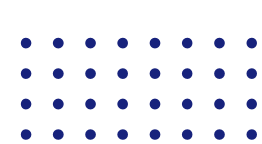
In India, **Reliance Retail has partnered with the Walt Disney Company to develop and market products under its private label.** The country's largest retailer wants to grow its share in the children's segment.\*

\*TraceOne



Over the past five years, the number of Amazon's global private label introductions in various **food and drink categories increased nearly tenfold**

\*Mintel





# MANUFACTURERS FROM AROUND THE WORLD MAKE THEIR MARK HERE



Middle East North Africa's only expo dedicated to private label & licensing in the region



Propelled by Gulfood's three decade legacy and international audiences, our Private Label exhibitors benefit from one of the most diverse & rich network of the F&B and FMCG community in the world



3 days of unlimited opportunities to develop your brand with manufacturers from more than 26 countries around the world

## WORK WITH THE MOST CREDIBLE NAMES IN PRIVATE LABELLING



The footfalls have been very encouraging and we got enquiries from many countries. Compared to our experience pre-covid, we found that there are many more companies this year who want to launch private label brands. **There is no alternative to in-person events.**

RAJ  
Head of Exports Division  
Rasna





# TOP 5 REASONS TO PARTICIPATE



1.

Access the **biggest business matchmaking programme** dedicated to private label



3.

**Sign major deals** at the show. 97% visitors said the show was important for sourcing



2.

**Meet top buyers** from the giant retail chains in the region, keen to grow their private label offering in the Middle East



4.

Do business in one of the **worlds safest and well connected hubs for business travellers.**



5.

**Benefit from the powerful co-location** of 4 world-renowned F&B events: Gulfood Manufacturing, Speciality Food Festival, Gulfhost and ISM ME



We're only half way into the show and the response has been amazing. As a first time entrant into UAE from Germany, we see a **lot of potential in the market and Private Label has given us this platform** to showcase our products and engage with partners from across the floor. The type of customers we've met are very broad in nature.

**TAMMAM SHAIBANI**  
Director of  
Strategic Partnerships





THE LARGEST  
**PRIVATE  
LABEL  
SOURCING**  
GROUND IN  
THE REGION

Exhibitors from  
**26+ COUNTRIES**  
across the Globe

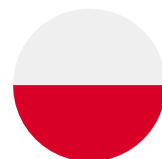
Key Countries Represented:



UAE



Turkey



Poland



Czech Republic



Italy



Germany



Greece



France



Netherlands



India



Sri Lanka



Egypt



Jordan



Lebanon



**50% OF OUR  
VISITORS**

came with a pre-defined  
purchase list

**90% OF  
EXHIBITORS**

said they will participate  
again in 2022

Private Label survey 2021

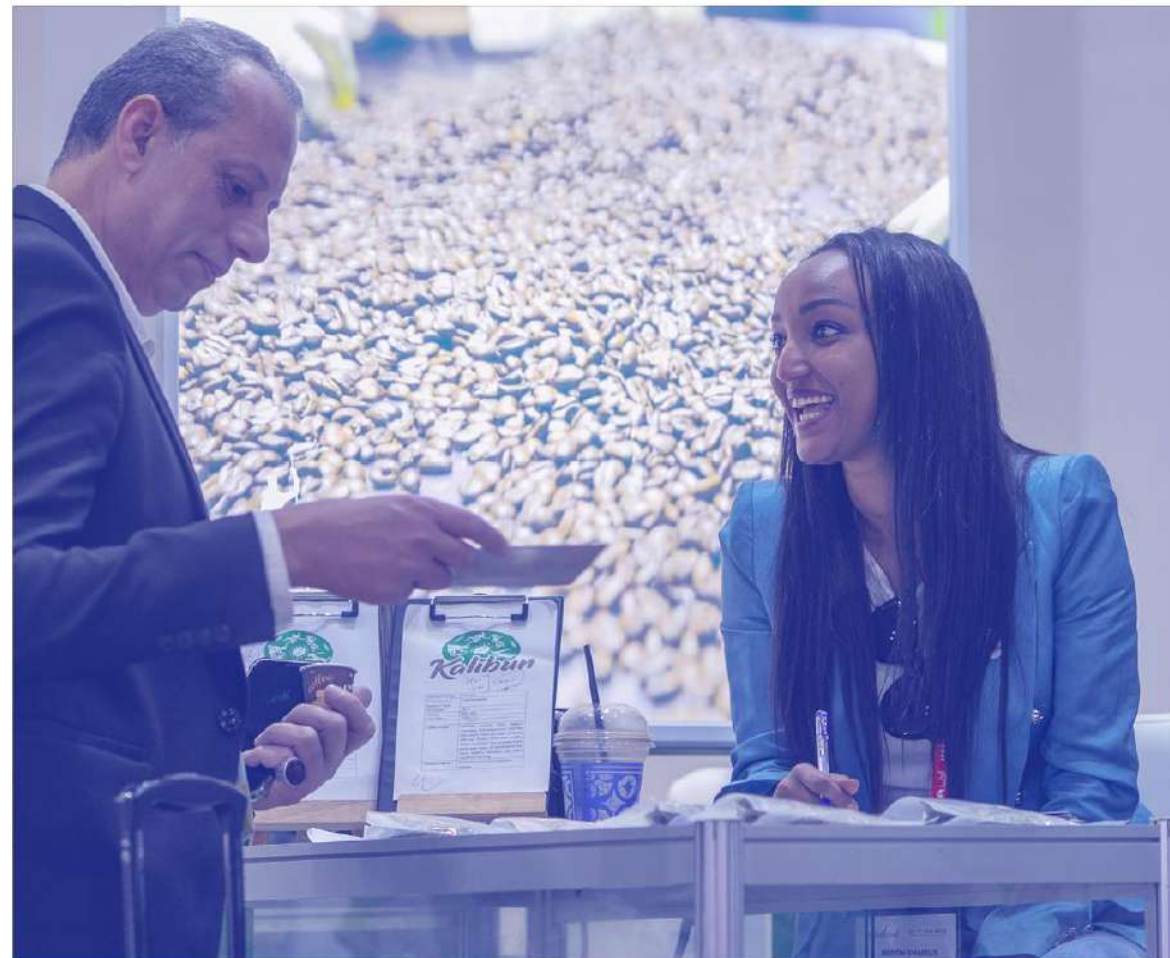




EXHIBIT IN 2022

# FIND YOUR NICHE

## FOOD AND BEVERAGE CATEGORIES

- Condiments, Sauces & Seasonings
- Healthy, Free-from & Fortified
- Pulses, Grains & Cereals
- Spreads, Honey & Jams
- Meat & Poultry
- Frozen Goods
- Beverages
- Premium & Gourmet
- Ethnic Food
- Halal & Kosher
- Dairy
- Organic
- Fats & Oils
- Baby Food
- Pet Food



## FEATURED EXHIBITORS

**9 in 10 food  
retailers and  
manufacturers**  
expect to increase  
investment in private  
brands over the next  
two years.

**FMI**







EXHIBIT IN 2022

## FIND YOUR NICHE

### FMCG (NON-FOOD) CATEGORIES

- > Beauty & Personal Care
- > Hair Care
- > Cleaning & Household
- > Health, Wellness & OTC
- > Personal Accessories
- >
- > Paper & Plastic
- > Baby Care
- > Medical Supplies
- > Auto Care
- > Stationery & School
- >

### FEATURED EXHIBITORS



This has been a great opportunity to showcase our products, enter a new market and gain new customers.

ELIAS ZOUEN  
Technical Manager







## BRAND LICENSING

**THE GLOBAL BRAND  
LICENSING MARKET VALUE  
IS PROJECTED TO REACH  
US\$ 384 BILLION BY 2028**



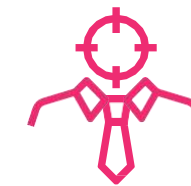
## MEET THE MOST SOUGHT AFTER GLOBAL BRANDS

- > Lifestyle brands
- > Character & entertainment
- > Branding Agencies
- > Sports Brands
- > Celebrities
- > Corporate Brands
- > Non-profit
- > Consultancies

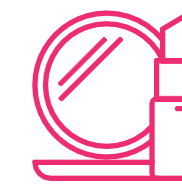
## TOP SECTORS WITH THE HIGHEST MARKET SHARE IN BRAND LICENSING



**Entertainment and  
character categories** lead  
with 43.8 percent hold of  
the market



**Corporate brands**  
follow with 21 percent



**Fashion**  
with 11.5 percent





# PRIME CONNECT

AN ENTIRE YEAR'S WORTH OF  
LEADS IN JUST THREE DAYS

Our dedicated buyer recruitment and business-matchmaking programme puts you directly in touch with professionals who confirm budget spends in private label products

VISITOR FEEDBACK

97%

of trade visitors ranked the show as **important** for business sourcing

92%

would **recommend** the event to an industry colleague

88%

of visitors **will return** in 2022

## 2021 BUYERS INCLUDED

 Head of Online & Operation Private Label	 Procurement Manager	 Buyer	 SVP Private Label	 Commercial Manager Private Label	 Commercial Manager
 Buyer	 Material Planner	 Cluster Executive Chef	 Team Leader Contracts	 Manager	 Manager
 Bakery Monitor	 Private Label Manager	 Sales	 Group Category Head Private Label & Import	 CEO	 Beauty Advisor
 Purchasing Officer	 Area Manager	 Licensing Director	 Purchasing Supervisor	 Procurement Officer	 Senior Buyer
 Import N Brand Manager	 Owner	 CEO	 Senior Manager	 Analyst	
 Senior Manager International Merchandising	 Deputy Business Director	 Senior Executive			

46%  
of first time visitors  
were international



# WHY PRIVATE LABEL & LICENSING IS A MUST-ATTEND EVENT

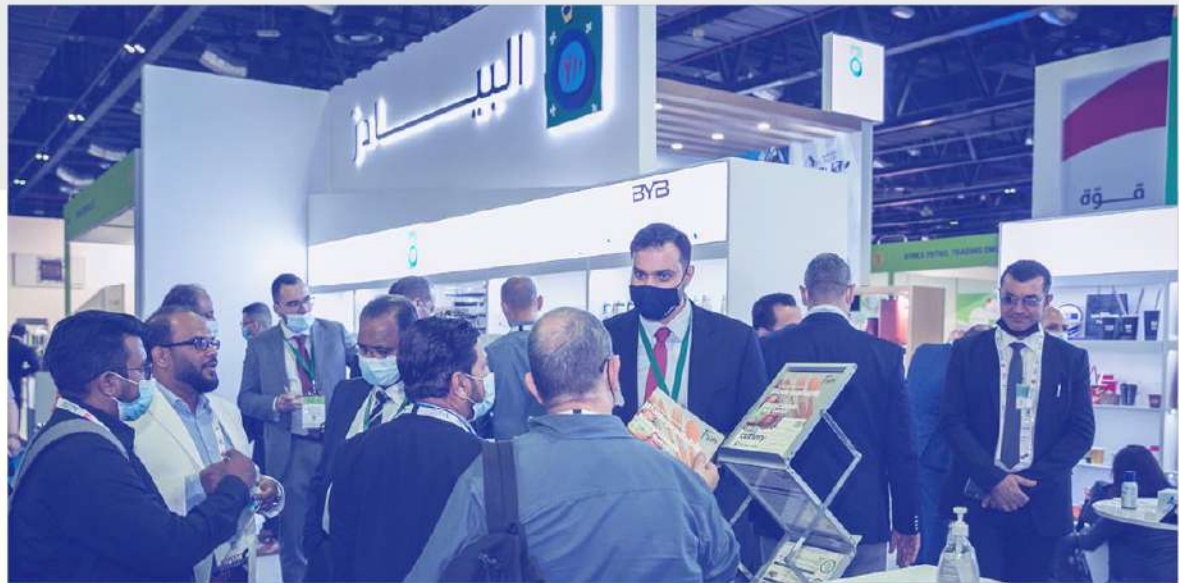
IN THE WORDS OF OUR ATTENDEES



We're producing cosmetics for more than 30 years exporting to 50 countries worldwide. We've met great distributors, potential clients and had good leads at Private Label.

**LUKAS PUIDOKAS**  
Business Development Manager

**BIOK  
LAB**



At Private Label and Licensing Expo, we announced the creation of two new brands. It's fantastic to be here! Honestly, I'm seeing traffic here that I didn't see even pre-pandemic

**NIDAL HADDAD**  
CEO & Founder

 **AL BAYADER**  
INTERNATIONAL  
reinventing convenience



I wanted to see the range of products available in the market of private labelling and what companies are already functioning in the market at the moment. Glad to see a show like this come to the region.

**ANOUAR LHAROU**  
Commercial Director, Private Label







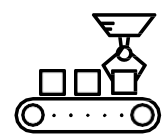
# PRIME SPOT

Hear from industry leaders, retails heads, industry experts and leading analysts

## 3 STREAMS



Up-and-coming manufacturers and expert buyers



Sustainable revenue generation & contract manufacturing



Packaging, branding and licensing



**20**  
sessions



**27**  
speakers on stage

Private Label and Licensing Middle East offered thought-provoking content and foster world-class networking opportunities for senior-level attendees.



**BERNARDO PERLOIRO**  
Chief Operating Officer  
Majid Al Futtaim Retail



**MONA GHOBASH**  
Scientific and Regulatory Affairs  
Director–Global Emerging Markets  
Mars



**SHAMIM SAINULABDEEN**  
Director- Private Label  
Lulu Group International



**JAMIL HADDAD**  
Head of Business Development &  
Sustainability  
Al Bayadar International



**NIMESH PILLA**  
Associate Director – Innovation  
KPMG India



**TANIA LODI**  
Founder  
Tania's Teahouse



# PRIME WORKSHOPS

Empowering new knowledge and hands-on training to advance your business or career

## WANT TO FIRMLY CEMENT YOUR CATEGORY LEADERSHIP?

Host a workshop or join a speaker panel to share your latest solution-driven releases and industry insights



## BRAND LICENSING POD'S

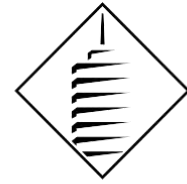
Multiple pods within one dedicated zone, this innovative exhibiting concept will bring together leading global brand licensors.

Explore which IP can help grow your business revenues as a licensee.





Private Label &  
Licensing is brought  
to you by



مركز دبي التجاري العالمي  
DUBAI WORLD TRADE CENTRE

# AMONGST THE WORLD'S SAFEST & MOST CONNECTED BUSINESS HUBS IN THE WORLD



Home to two of the world's  
biggest events for tech & F&B;  
**GITEX & Gulfood**

Strategically located in  
**the Heart of Dubai**

Equipped to provide a  
**Smart, Safe & Seamless**  
event experience

Certified with the prestigious  
**Bureau Veritas SafeGuard Label**



RESTART  
YOUR BUSINESS  
WITH BV

Over  
**1.3million sq.ft.**  
of flexible event space





# LEADING BRANDS & BUSINESSES PARTNER WITH US

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Retail Excellence Partner



Official Intelligence Partner



Consumer Insights Partner



Official Supporters



FROST & SULLIVAN



Official Airline Partner



Media Partners





# DON'T MISS OUT BOOK YOUR STAND AND SPONSORSHIP PACKAGE FOR 2022 TODAY



## SPACE ONLY

### Early Bird Rate

AED 1600/sqm

Deadline: 30 June 2022

### Standard Rate

AED 1660/sqm - Raw Space Only

(minimum 24sqm)



## SHELL SCHEME

### Early Bird Rate

AED 1885 /sqm

Deadline: 30 June 2022

### Standard Rate

AED 1945/sqm

(minimum 12sqm)

5% VAT and other mandatory fees  
applicable

## CONTACT THE TEAM



### KABIR AHMED

Project Manager

04 3064517

Kabir.ahmed@dwtc.com



### ABISHEK CHOPRA

Sales Manager

04 3064648

Abishek.chopra@dwtc.com



FULL VENUE LAYOUT IN 2022



Halls 1-8, Shk Saeed Halls 1-3,  
Trade Centre Arena, Sheikh Rashid Hall



Za'abeel Halls 5-6



Sheikh Rashid Hall

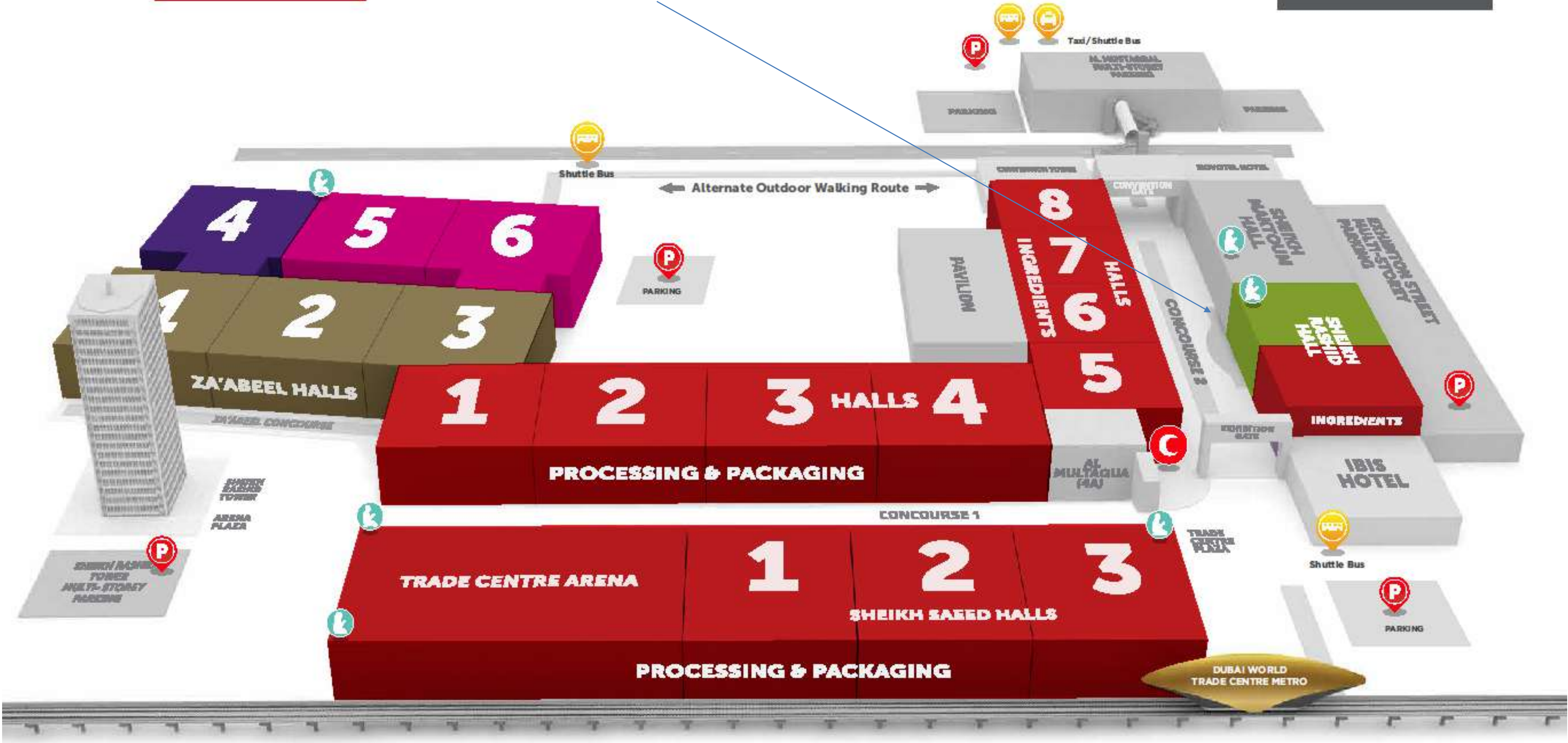


Za'abeel Hall 4



Za'abeel Halls 1-3

8-10  
NOV 2022  
DUBAI WORLD TRADE CENTRE







# PRIVATE LABEL & LICENSING MIDDLE EAST

معرض العلامات التجارية الخاصة والترخيص في الشرق الأوسط

THE MENA REGION'S ONLY PRIVATE  
LABEL & LICENSING EVENT



SEE YOU ON  
**08-10**  
NOV 2022

DUBAI WORLD TRADE CENTRE

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MANUFACTURING

**ISM**  
MIDDLE EAST

*gulfhost*

 THE SPECIALITY  
FOOD FESTIVAL

Powerful Co-location with



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