



PRIVATE LABEL & LICENSING MIDDLE EAST

29-31
OCT 2019
DUBAI WORLD TRADE CENTRE

EVENT BROCHURE

Co-located



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www.primeexpo.com

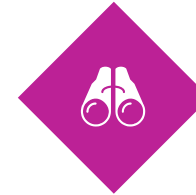


A New Retail Revolution Underway



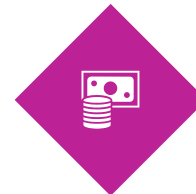
Retail and related revenue generated globally by the trademark licensing business in 2017 rose 3.3% to US\$271.6B

Source: Annual Global Licensing Industry Survey released by LIMA



“In emerging markets, private-label brands are growing, and this will continue because they are now part of the growth of the economy.”

Olivier Deschamps - SVP Retailer Services - Western Europe, Canada And Pacific – Nielsen



It's an exciting time for the cosmetics and personal care products industries. Many new brands are being created and established brands are seeking new ways to keep up with demand. Both are turning to contract manufacturing as one solution to meet their needs



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prime-expo.com

Welcome to the World of PRIME

Private Label and Licensing Expo will be the **MENA region's exclusive exhibition for Food and Non-Food FMCG product mix** expansion and brand placement, connecting private label suppliers, licensing companies and contract manufacturers from all over the world with clients from the Middle East and Africa region.



4

Co-located Shows

35,000

Expected
Visitors
of co-located shows

3

days for business
opportunities

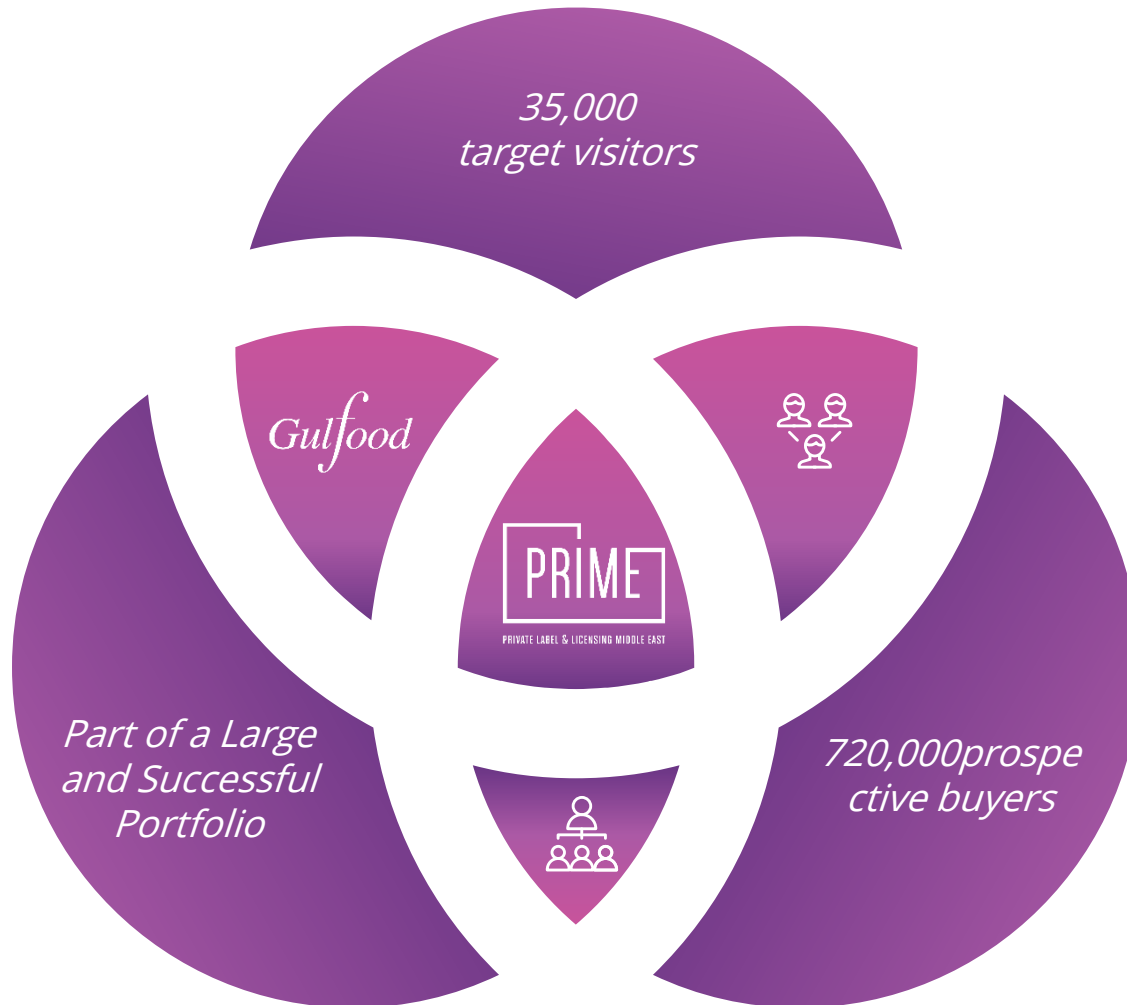


5,184

SQM - PRIME Exhibition Space

Powerful co-location with





Why PRIME?

Network with the industry in the most effective way and a series of additional networking opportunities will supplement your participation in the best way possible.



Brought to you by the organisers of Gulfood, the largest portfolio of F&B trade events in the Middle East, North Africa and Asia.



35,000 target visitors
Forge an alliance with the industry's renowned market leaders.



Reach 600,000* prospective buyers through a number of FREE marketing opportunities.

Why the Middle East?

Rapidly urbanisation

Middle East countries are heavily investing on creating cities of the future.

Tap into the Expo 2020 opportunities

Unlock business opportunities and drive growth to your business by forging regional partnerships

Population Growth

Boosted economies, strained resources and raised the specter of youth unemployment.

Capitalise on this strategic position

Where west meets east



What industries is the show bringing together?

PRIVATE LABEL

Manufacturers of private label food and non-food products have the opportunity to meet with companies who are looking to expand their brand portfolio, or to launch local production of FMCG brands and minimise logistics costs within the Middle East and African markets.

BRAND LICENSING

A fantastic opportunity to add an extra revenue stream to your business. Whether you're a licensor or a licensee, brand licensing is a great way to grow your business and it can also be smart marketing strategy!
Showcase your brand to retailers and manufacturers!

CONTRACT MANUFACTURING

Find clients who are going outside the house for product development in Middle East and Africa & who are actively looking to outsource their production and packaging requirements to third party manufacturers.

Exhibiting Categories



FOOD MANUFACTURERS

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



NON-FOOD MANUFACTURERS

Bath & Shower
Skin Care
Sun Care
Baby Care
Hair Care
Fragrances & Deodorants
Industrial & Professional Care
Laundry
Household Care
Auto Care
Paper & Plastic



LICENSING

Lifestyle Brands
Character & Entertainment
Sports Brands
Celebrities
Corporate Brands
Non-Profit
Branding Agencies
Consultancies



CONTRACT PACKAGING

Hand Craft
Aluminum Molding & Design
Packaging Materials
Closure Supplies
Art, Design & Image
Labeling
Printing Bureaus



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Who visits the show?

PRIVATE LABEL



AIRLINES AND
AIRPORTS



HORECA



RESTAURANTEURS



RETAILERS



NON-FOOD CPG
MANUFACTURERS



E-COMMERCE AND
E-TAILERS



HYPERMARKETS
& SUPERMARKETS



SPAS AND
BEAUTY SALONS



DEPARTMENTS
STORES



EDUCATION
INSTITUTIONS



STATIONERY



PACKAGING AND
LABELLING



HEALTH AND
PHARMACY STORES

BRAND LICENSING



AIRLINES AND
AIRPORTS



FOODSERVICE
PROVIDERS



PACKAGING AND
LABELLING



F&B
MANUFACTURERS



TOYS, BABY &
CHILDREN BRANDS



HYPERMARKETS
& SUPERMARKETS



ANIMATION
BRANDS



ART & DESIGN
BRANDS



RETAILERS



MARKETING
AGENCIES

CONTRACT MANUFACTURING



NON-FOOD CPG
MANUFACTURERS



F&B
MANUFACTURERS



PACKAGING AND
LABELLING



PACKAGING
DESIGNERS



MANUFACTURING
CONSULTANTS

More than just an
exhibition

Place your brand and products in front of the right audience



Licensing Workshops

A full agenda of workshops and courses, delivering expert coaching on licensing marketing opportunities, regulation, and trademark compliance.



PRIME Summit

The conference will discuss the private label industry inside and out. Presenting the latest global retail industry trends, challenges, opportunities and innovations to reflect consumer demand.



Packaging Masterclass

Discussing the packaging industry landscape, design trends, material innovations, labeling requirements.



Merchandise Championship

Who does the best retail product placement? We'll find out at a live competition among the region's top retailers.

babyshop

Géant
Casino

Carrefour

centrepoint

SOK

Spinneys

Lulu

أسواق التميمي
tamimi marketsالسوق الحرة - دبي
DUBAI DUTY FREEالدبياتور
ALHABTOORهايربند
HyperPanda

Al-Futtaim group

Waitrose

ASDA

مجموعة الحكير
al hokair groupAL KHAJA
GROUPBİM
TOPTAN FIYATINA
PERAKENDE SATIŞ

TESCO

LANDMARK
GROUP

LIDL

ZOOM
your neighborالطائر
al tayer

ALDI

Explore networking opportunities and drive profitability

Big Buyers Program

PRIME is hosting a suite of big retailers and FMCG giants to meet you at the show. We will assist you to schedule your meeting before the event starts, helping you to organise your business agenda and maximize your ROI.

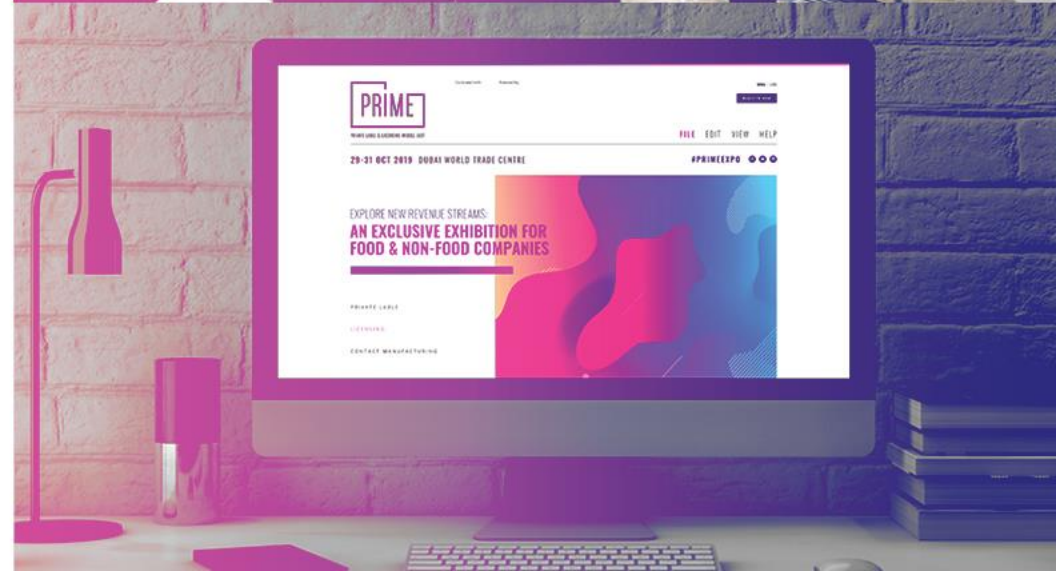


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Grow with us.

Let's plan your journey together.



Return on Investments

All-in package (minimum of 9 sqm)



Space only (minimum of 24 sqm)



The following compulsory charges are applied on every exhibiting company or stand:

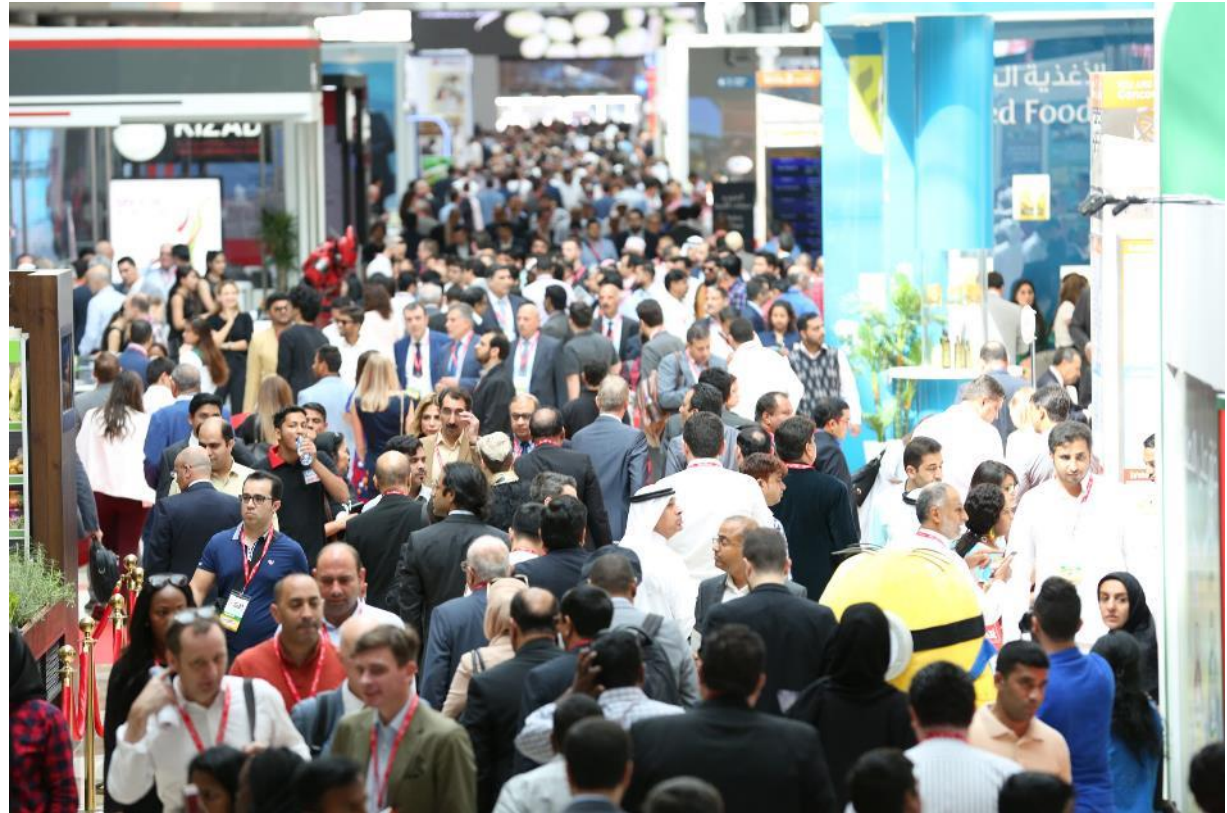
- **Registration Fee:** AED 1,000/USD 277
- **Marketing power pack:** AED 1,150/USD 318
- **Exhibition insurance:** AED 650/USD 180

All prices above are exclusive of 5% VAT

Partnership Opportunity

Want to stand out from the crowd?

Bespoke sponsorship and branding packages are available. Kindly contact the team on primemarketing@dwtc.com for more information.



THANK YOU

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