

PRIVATE LABEL & LICENSING MIDDLE EAST

معرض العلامات التجارية الخاصة والترخيص في الشرق الأوسط

SEE YOU ON
07-09
NOV 2021

DUBAI WORLD TRADE CENTRE

www.prime-expo.com

MENA's Only Private Label & Licensing Event

POST SHOW REPORT 2019

Co-located with



A new event by



Organised by



“

It's great that this show has enabled an identity to the private label market. I didn't know much about this industry. Being here, I am more aware of the scope of this industry from the exhibitors present here.

Amith Sequeira

Associate Vice President
Zomato

”

zomato



SHOW HIGHLIGHTS

4,729*

Total attendees from
95 countries

106

Exhibitors from
26 countries

25

Industry-renowned
speakers

1,060

Conference attendees

Next edition

7 - 9 NOVEMBER 2021

*(exhibitor data excluded)





VISITOR FEEDBACK

97% of trade visitors ranked the show as important for business sourcing.

92% would recommend the event to an industry colleague.

80% of visitors will return in 2020.

“

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.

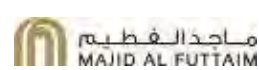
Anouar Lharoui
Commercial Director of
Private Label, Casino Group

”



THEY VISITED

Business Owners & Partners | Managing Director | President | CEO |
Category Manager - Private Label | Category Manager - FMCG | Procurement Manager
| Private Label Product Manager | Imports - Private Label Department Manager |
General Manager | Import Manager | Operations Manager Non-Food
Department Manager | Brand Manager | Department Head | Lead International
Commercial Officer Business Development | Buyer | Supply Chain Head |



64% 
REGIONAL VISITORS

36% 
INTERNATIONAL VISITORS

“

We are a Tunisian company, and we were here looking for potential new brands to bring to Tunisia. We have met some great brands and look forward to finalising agreements with them. We will be back every year.

Hayet Miaoui Gharbi
General Manager,
Hayet Food International
Tunisia

”



PRIME CONNECT

Major Buyers Programme and Connexions Programme

PRIME Connect is proud to attract the highest calibre of industry professionals from around the globe with a proven budget to spend in private label products.

ACTIVE BUYERS FROM 17 COUNTRIES WORLDWIDE

400+ meetings with buyers pre-booked with 76 private label exhibitors through PRIME Connect



A WORD FROM OUR EXHIBITORS

“

The region is definitely becoming more interested in the idea of private label brands. During Private Label & Licensing Middle East we welcome a large number of people to the stand, and there was great interest in our product. We look forward to following up.

”



Samer Mohammad Hammoudi
Export Sales In-charge,
Kuwait Dairy Company

“

This is our first-year embarking on private label. We decided to do so because we saw the huge potential in the market. We believe a lot more SMEs will start off with private labelling rather than investing huge amounts in their own production lines. We are certain that we will be here again next year.

”



Rawad Awit
Marketing Unit Head, Sanita

THEY EXHIBITED:



106 PRIVATE LABEL MANUFACTURERS
FROM 26 COUNTRIES WORLDWIDE

CATEGORIES INCLUDE:

🍹 FOOD & BEVERAGE, 🏠 HEALTH & BEAUTY, 💊 SUPPLEMENTS,
👶 BABY CARE, 🍳 HOUSEHOLD & KITCHEN, 🧼 HYGIENE PRODUCTS AND MORE



+ many more participants



WHY EXHIBITORS LOVED THE SHOW

96%
of exhibitors
ranked the show as
fantastic source of
new business leads.

97%
of exhibitors were
satisfied with the
2019 edition.

85%
of exhibitors found
the event valuable
and are planning to
return in 2020.

“ 35% of our business is based of private label brands. The response we have received at Private Label & Licensing Middle East was so unexpected, we are thrilled to have met so many people interested in our product line. It is clear that private label will continue to grow in this region.

Khaled Ebraheem
Sales Director



“ The show has over exceeded our expectations and have been so impressed. The possibilities are endless for the region, and we know that private labelling will offer more people the opportunity to grow business locally.

Musab Al Dabbagh
Export Sales Manager
Giant Industrial Group



EXHIBITING CATEGORIES



Food Manufactures

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 Manufactures

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 Manufacturing

HandCraft
Aluminum Molding & Design
Packaging Materials
Closure Supplies
Art, Design & Image
Labelling
Printing Bureaus



GROUNDBREAKING CONFERENCE

1060
attendees

3 STREAMS
Private Label, Packaging
Masterclass, Licensing Workshop

25
speakers on stage

27
sessions



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

THEY'VE SPOKEN



MIGUEL POVEDANO
COO
Majid Al Futtaim Retail



MAURA REGAN
President
Licensing International



CELINE GOLDBERG
Head of Brand Creation
and Development
Chalhoub Group



RASHED ALHARMOODI
Senior Vice President
Mubadala



PETER ARVIDSSON
Managing Director
Food Solutions
Tetra Pak



CHRISTINE COOL
Global Head of
Licensing Chupa Chups
Perfetti van Melle



201M+
digital impressions
served



44,250+
brochures mailed to prospects
across the MENA region



Multiple daily radio adverts
placed on the weeks leading
to the event



4M+
Email sent out utilising the Gulfood
database and more!

TAP INTO THE EXTENSIVE MARKETING & PR CAMPAIGN



429,000+
SMS sent creating a high engagement
campaign with prospects and visitors



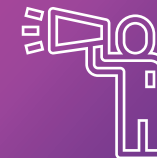
USD1,472,166
total value of the PR campaign



186
attendees from the press



858,878,256
Total PR Circulation



151
Articles in newspapers
and magazines

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Partner



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Knowledge Partner



Content Partner



Association Partner



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