



# PRIVATE LABEL & LICENSING

MIDDLE  
EAST

معرض العلامات التجارية الخاصة والترخيص في الشرق الأوسط

3 – 5 Nov 2020

DUBAI WORLD TRADE CENTRE

## CREATE NEW REVENUE STREAMS

Product of

*Gulfood*

 **GULFOOD**  
MANUFACTURING

A Powerful Co-location with

 **yummex**  
MIDDLE EAST

**gulphost**  
A Gulfood Hospitality Equipment and Food Service Expo

 **THE SPECIALITY**  
FOOD FESTIVAL

## A GLOBAL PHENOMENON

### A regional necessity.

55% of Gulfood exhibitors confirmed Private Label to be the single most important opportunity in today's market.

From 2009 to 2018, **Amazon** built 100+ private label brands, representing more than 4,600 products.

By 2020, **Carrefour** is set to hike private label sales to represent 35% of total company turnover, up from 7% in 2019.

**Lulu Group** plans to double own label products in the same timeframe.

**Private label product sales growth is now 3x higher than branded products: Nielsen**



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# A 30-YEAR LEGACY OF B2B TRADE EXHIBITIONS

Gulfood is the **world's largest** annual food and beverage event.

From ingredients to packaging and distribution, its trade exhibitions welcome over **180K global and regional professionals yearly** at the Dubai World Trade Centre.

Catering to the community's pressing needs, **Private Label & Licensing ME** will bring together contracting opportunities in **private label, licensing and contract manufacturing**.



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## WHY EXHIBIT?

### TEST NEW MARKETS AND PRODUCT CATEGORIES VICARIOUSLY, WITHOUT RISK

This is the only private label and licensing expo to take place in the MENA region. Leveraging Gulfood's three decade legacy and international foundation, this brand new event launch addresses the burgeoning opportunities opening up in both food and non-food categories as consumer taste and buying habits continue to evolve.



## What they're saying

"Today the private label market share at Carrefour is approx. 7%, and leveraging the tremendous opportunity in this region, our goal is to hit 35% of the total market turnover by 2020."

**Miguel Povedano,**  
Chief Operating Officer UAE & Head of Operational Excellence,  
Carrefour of Majid Al Futtaim Retail



### Carrefour of Majid Al Futtaim is Retail Excellence Partner at Private Label & Licensing ME.

Gulfood hosted knowledge sessions around private label and licensing, bringing together exhibitors, visitors and partners from our entire community.

Strong synergies among our group of exhibitions set your business up for success this coming fall.

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## Join Private Label & Licensing ME and start benefiting from the Gulfood legacy of buyers.

5  
EXPOS

Get extensive footfall and a high volume of leads from all co-located shows, offering ingredients, processing equipments and logistics, food and non-food CPG products.

Over 35,000 professionals from 177 countries are expected to converge at DWTC this November.



Private Label will continue to grow in developed markets as consumers are not reverting to previous shopping behaviour. In emerging markets, private label brands are growing because that are now part of the growth of the economy.

Olivier Deschamps  
SVP Retailer Service  
Nielsen

## Who exhibits?



### 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

## Who will you meet?



RETAILERS &  
SUPERMARKETS



HORECA



NON-FOOD CPG  
MANUFACTURERS



AIRLINES &  
AIRPORTS



DEPARTMENTS  
STORES



SPAS &  
BEAUTY SALONS



EDUCATION  
INSTITUTIONS



STATIONERY



HEALTH &  
PHARMACY STORES



PACKAGING &  
LABELLING

# BRAND LICENSING

## Who exhibits?



LIFESTYLE BRANDS



CHARACTER  
& ENTERTAINMENT



SPORTS BRANDS



CELEBRITIES



CORPORATE BRANDS



NON-PROFIT



BRANDING AGENCIES



CONSULTANCIES



AIRLINES AND  
AIRPORTS



TOYS, BABY & CHILDREN  
BRANDS



RETAILERS



PACKAGING AND  
LABELLING



ANIMATION  
BRANDS



FOODSERVICE  
PROVIDERS



HYPERMARKETS  
& SUPERMARKETS



MARKETING AGENCIES



F&B MANUFACTURERS



ART & DESIGN  
BRANDS

## Who will you meet?



Royalty revenue from sales of licensed merchandise and services rose 2.6% to \$14.5 billion.

Source: Lima

There is so much new technology that it requires an abundance of resources to stay ahead of the curve.

Working with a contract service provider offers the opportunity to capitalize on research!

Sharon Garment  
Consultant  
Estée Lauder

## Who exhibits?



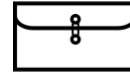
HAND CRAFT



ALUMINUM MOLDING  
& DESIGN



PACKAGING  
MATERIALS



CLOSURE SUPPLIES



ART, DESIGN  
& IMAGE



LABELING



PRINTING BUREAUS

## Who will you meet?



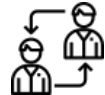
NON-FOOD CPG  
MANUFACTURERS



PACKAGING AND  
LABELLING



F&B  
MANUFACTURERS



MANUFACTURING  
CONSULTANTS



PACKAGING  
DESIGNERS





# 2019 STATISTICS

4,729\*

Total attendees

106

exhibitors from  
26 countries

1,060

Conference attendees



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



## WHY VISITORS LOVED THE SHOW

97%

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

92%

would recommend the event to an industry colleague.

80%

will return in 2020.



It's great that the private label market has been given a face with this show as even I didn't know much about the industry. Being here, I have already found out a lot from the exhibitors.

Amith Sequeira  
Associate Vice President

**zomato**



## THEY VISITED



Albert Heijn  
Business Development



Spinneys Egypt  
FMCG Department Head



Spar International BV  
Lead Intl Commercial Officer



Panda Retail Company  
Category Manager Private Label



Metro Markets  
Import Manager



Amazon  
Category Manager FMCG



Baqer Mohebi Enterprises LLC  
Brand Manager



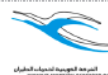
Choithram & Sons  
Buyer



Majid Al Futtaim  
Private Label Product Manager



Al Maya Group  
Brand Manager



Kuwait Aviation Services  
Director



Union Coop  
Non-Food Department Manager



Etihad Aviation Group  
Procurement Manager



Licensing International  
President



SA Airlines Catering  
CEO



Life Pharmacy  
CEO



Dubai Union  
Cooperative Import Private Label  
Department Manager



Ajman Markets  
Cooperative Society  
General Manager



Al Ain  
Cooperative Society  
Supply Chain Head



Bab Al Shams Desert Resort & Spa  
Food & Beverage  
Operations Manager



Viva Supermarket - The  
Landmark Group  
Product Manager



Bahrain Duty-Free Senior  
Catering Manager



Nesto Group-Bahrain  
Managing Director

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## MEETINGS CONNECT

”

“Excellent meeting. Flora Hu was prompt at the meeting and actually arrived much earlier. The Gulf food Connexions Team is awesome. The coordination was perfect.”



GIBRINE ADAM - CEO  
ZEENAH FOODS - TESBURY



FLORA HU  
HEAD OF BUSINESS  
DEVELOPMENT



Dedicated one to one meetings programme with key buyers.

Make the most of your face-time with our **dedicated business matchmaking platform**. Maximise your ROI by meeting global and regional buyers from retail to hospitality and airlines.

2,000+ meetings across 150 exhibitors with top retailers, hospitality, brand licensing and contract manufacturing companies will be delivered.

PLUS a high-level **personal concierge-led service** will ensure all attendees & exhibitors maximise at-show experience & connect with all relevant contacts

babyshop

Géant  
Casino

Carrefour

Spinneys

Waitrose

centrepont

SOK

هايربينده  
HyperPanda

Al-Futtaim group

ZOOM  
your neighbor

LuLu

السوق الحرة دبي  
DUBAI DUTY FREE

الحبلاور  
ALHABTOOR

ALDI

ASDA

LANDMARK  
GROUP

الطاير  
al tayer

BIM  
TOPTAN FIYATINA  
PERAKENDE SATIS

أسواق التميمي  
tamimi markets

## YOUR STAND INVESTMENT

Leading manufacturers and licensors have already signed up and more being confirmed as we speak.

Save your spot now and explore new revenue streams.

### Upgraded all-in package (minimum of 9 sqm)



**Exhibiting Costs per sqm**  
(Early Bird Rate- until 15 June)  
AED 1,950 or USD 532

### Space only- Raw Floor Space (min 9sqm)



**Exhibiting Costs per sqm**  
(Early Bird Rate-until 15 June)  
AED 1,600 or USD 436

All prices exclusive of 5% VAT.

Mandatory one-time fees apply:

**Registration Fee:** AED 1,000 / USD 277

**Marketing power pack:** AED 1,150 / USD 318

**Exhibition insurance:** AED 650 / USD 180

# TOP EXHIBITORS 2019

معروضات العلامات التجارية الخاصة والترخيص في الشرق الأوسط



Large pasta manufacturer  
present in 38 countries across  
6 continents



Leading Hypermarket  
chain in the GCC



Leading manufacturer of  
Cleaning and Hygiene  
products in the GCC



One of the leading food  
manufacturing and food  
trading companies in Dubai.



World-class value-added  
frozen food manufacturer  
since 1992.



Worlds leading FMCG  
manufacturer of Non-  
Food products



Leading manufacturer of dairy  
private label products



Personal care and hygiene  
unit of the Indevco Group



Leading manufacturer of  
Hygiene and Kitchen  
products in Ukraine



Leading manufacturer of  
snacks and savoury food



Leading dairy manufacturer  
in the Gulf



Leading manufacturer of  
private label packaging

## KEY GLOBAL COUNTRIES REPRESENTED AT THE SHOW

Turkey



India



China



Greece



Cyprus



Poland



Sweden



Czech Rep



Spain



Macedonia



Italy



Jordan



Lithuania



Germany



Kazakhstan



Pakistan



Siberia



KSA



Russia



Kuwait



Singapore



Lebanon







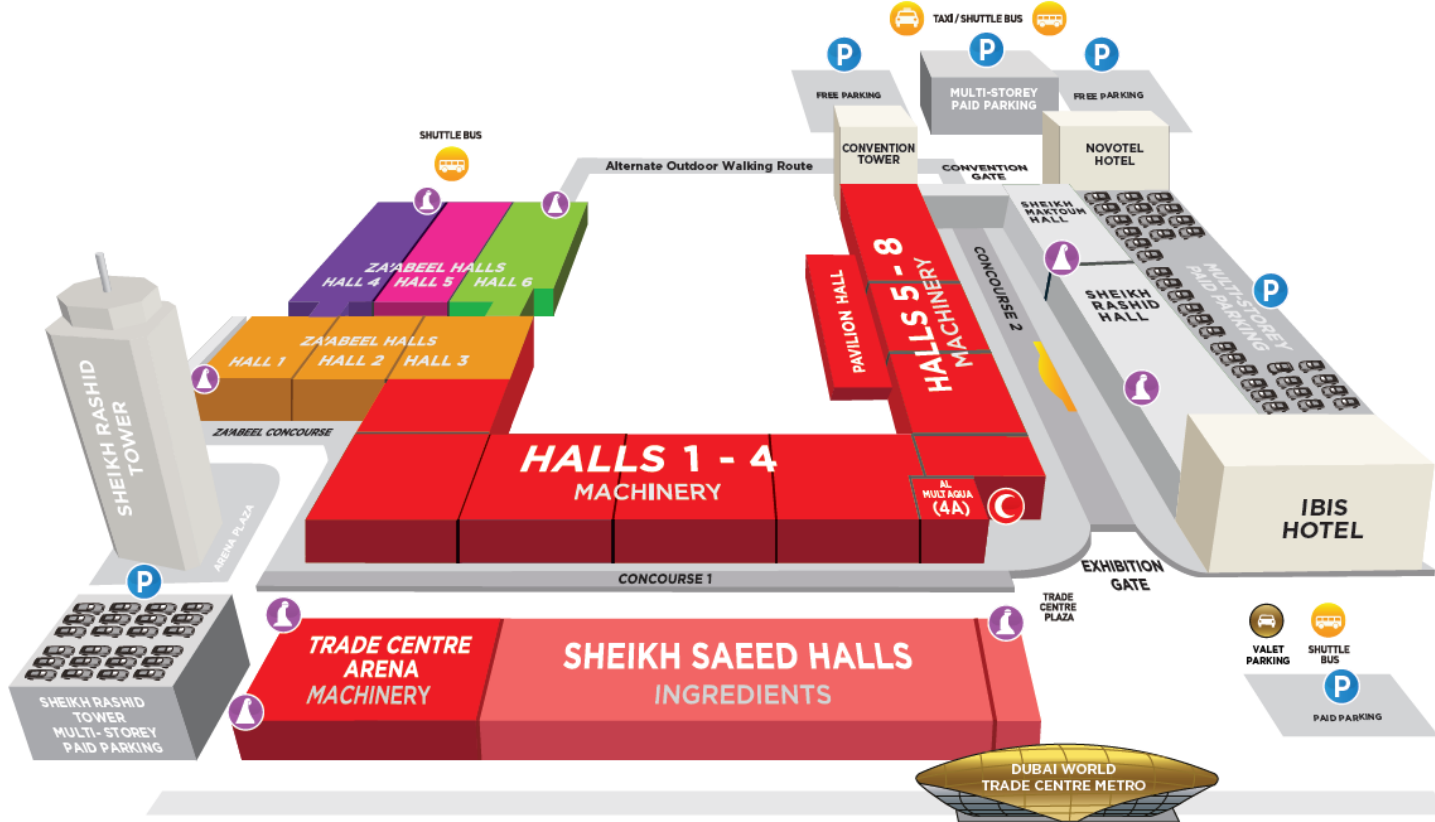
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# 2020 Venue Plan



**3 - 5**  
**NOV 2020**

DUBAI WORLD TRADE CENTRE



- First Aid Room
- Male Prayer Room
- Female Prayer Room
- Parking Area
- Valet Parking
- Taxi Stand
- Shuttle Bus Stand

#GulfoodManufacturing  
#PrimeExpo  
#yummex  
#gulfood  
#speciality

# THANK YOU

Kabir Ahmed

Project Manager

+971 50 545 2924

Kabir.Ahmed@dwtc.com

Zahra Amir

Sales Manager

+971 56 355 8557

Zahra.Amir@dwtc.com

