



INTERNATIONAL PRIVATE LABEL SHOW

THE ONLY SPECIALISED PRIVATE LABEL EXHIBITION
IN RUSSIA AND CIS

5-6 APRIL 2017

CROCUS EXPO, MOSCOW, RUSSIA
PAVILION 2, HALL 10



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www.ipls-russia.ru

Organized by:



Bolshaya Nikitskaya St., 24/1, building 5, entrance 2, Moscow 125009 – Russia www.reedexpo.ru



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L'unico appuntamento dedicato al Private Label per Russia e CIS



Quarta edizione

Pad 2 – Hall 10 Crocus Expo - Mosca





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IPLS MOSCOW

Quarta edizione

Appuntamento unico per

Russia e CIS per

Produttori PL in cui incontrare retailers **locali, regionali e federali**, distributori e importatori





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Settori espositivi



Food

- Spirits and nonalcoholic beverages
- Groceries
- Dry fruit and nuts
- Snacks
- Bakery & confectionery
- Tea & coffee
- Sauces, vinegars and other condiments
- Dairy food, fat products
- Olive oil
- Frozen food
- Canned food
- Diet and healthy foods
- Meat & fish products
- Ethnic cuisines



Non Food

- Car care & accessories
- Household chemicals
- Pet food & accessories
- Medical products
- Cosmetics & perfumery
- Personal hygiene & care
- Household & gardening goods, textile
- Apparel, footwear & accessories
- Aerosol products & sprays
- Baby products
- Packing



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Nelle precedenti edizioni (2014-2015-2016)

↪ **Il 50% ca. degli Espositori internazionali**

↪ **provenienti da 30 Paesi** (Italy, France, Denmark, Finland, Germany, USA, Spain, UK, Poland, Austria, Greece, Belgium, Czech Republic, Lithuania, Israel, Slovakia, Slovenia, Turkey, Serbia, Hungary, Bulgaria, UAE, India, Sri Lanka, China, Taiwan, etc.);

↪ **20% FOOD 80% NON FOOD**

(2016: 27% Food 73% Non Food)



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Chi visita?



➡ **Retailers, Distributors, Wholesalers 50%**

➡ **Brand owner 30%**

➡ **Other** (Pharmacy, Ho.Re.Ca., Online retailers): **6%**

➡ **Other** (Equipment, Packaging, Services, Associations, etc): **14%**



INTERNATIONAL PRIVATE LABEL SHOW

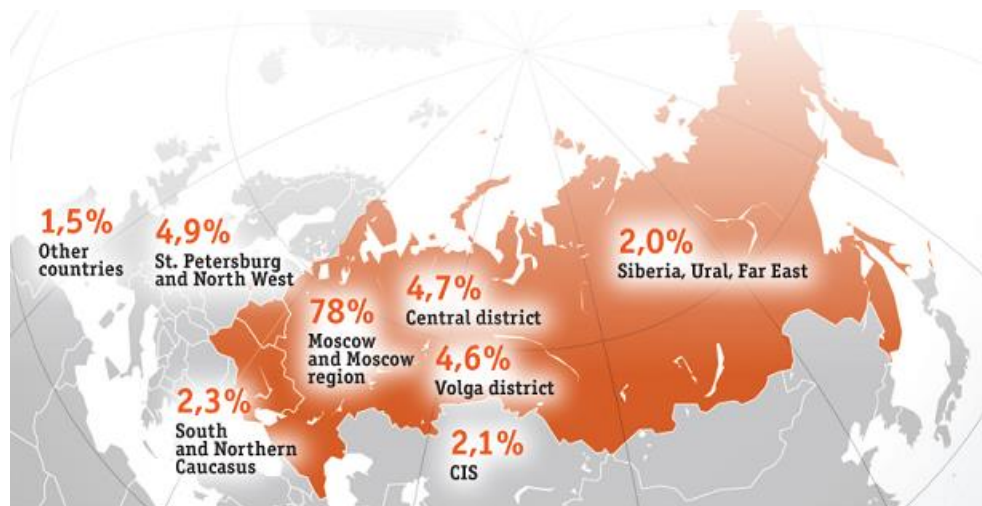
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Oltre 200 catene retail visitano IPLS



Ad oggi 48 catene sono ufficialmente partner di IPLS
Alcune di esse sono presenti in fiera con il proprio stand



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84% dei visitatori



DECISION MAKERS ↘

23% Executive level

34% Head of department

43% Specialist

56% interessati a prodotti non food

44% interessati a categorie food





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L'Italia a IPLS



Le precedenti edizioni hanno visto la partecipazione di numeroso aziende italiane

*(AGRIPROMOS - AZIENDA SPECIALE DELLA CAMERA DI COMMERCIO DI NAPOLI con
BISCOTTIFICIO DOMENICO MASCOLO, FIAMMA VESUVIANA S.R.L., INDACO SPA, SAGI S.R.L.,
VALGRI, ARIX SPA, BERGEN S.R.L.; EDIS S.P.A., ELIAGA SRL, EUROSIREL S.P.A.,
COSMOPROJECT S.R.L., FLEXOPACK S.R.L., ICAM SPA, JOE & CO SRL, MARCOZZI SRL, O-
PAC SRL, PARMON SPA, PERANO ENRICO & FIGLI SPA, PETER PAN PLAST SRL, PINK FROGS
COSMETICS SRL, POLIMER SRL, SAOR ITALIA, SISMA S.P.A., VEGA S.R.L., ACETUM SRL,
FARMO GLUTEN FREE SPA, FATTORIE GIACOBACCI, IGO SRL, KEMINOVA ITALIANA SRL,
MEDSOL SRL, OMISAN, POLYPRO SPA, ROMAGNA COOP FOOD, TORREFAZIONE IONIA SPA,
WAL-COR CORSANINI, BIOCHIMICA, CHEMICAL FLACER, EUROFOOD, MONGE, OLITALIA,
WITOR'S)*

**Nel 2015, 15 Aziende hanno esposto nell'ambito del Padiglione Italia
organizzato da ICE**



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Grande attenzione per i produttori italiani presenti in fiera



➤ **Iniziative e strumenti di comunicazione
esclusivi**

➤ **Posizione privilegiata in pianta**



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April, 5-6, 2017

International Private Label Show



IEC Crocus Expo, Pavilion 2, hall 10

МВЦ «Крокус Экспо, Павильон №2, зал №10

5-6 Апрель 2017

«Собственная Торговая Марка» IPLS

ВХОД
ENTRANCE





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«FIRST TIME EXHIBITOR»



Strumenti di comunicazione esclusivi

per le aziende che espongono per la prima volta:

Onsite opportunities: Logo «New» sul catalogo, sulla pianta e sullo stand

Online opportunities: spazio dedicato e logo «New» sul catalogo online

Press coverage: news dedicata sul sito ufficiale, sui social media (Facebook e Twitter) e sulla newsletter



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PRIVATE LABEL DIGEST

Non solo il catalogo ufficiale del Salone ma soprattutto uno strumento di aggiornamento sul mercato del Private Label in Russia e CIS.



- Valore aggiunto del catalogo;
- Aggregatore di informazioni sul mercato e delle prossime tendenze del settore
- Un vera e propria pubblicazione specializzata a cui partecipano retailers, produttori, ricercatori di mercato;
- I Retailers che collaborano con IPLS, considerano il digest un vero strumento di PR grazie al quale condividere esperienze di PL con produttori e media;
- Per i produttori un'opportunità unica per pubblicare pubblicità e redazionali.



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BUSINESS PROGRAM



Retail
Connect

- **Retail Connect Summit** è un programma esclusivo che prevede la combinazione di conferenze e strumenti high-tech online per condurre meeting e trattative relative a forniture di private label tra fornitori e retailers.
- Un **sistema esclusivo di matchmaking** permette ai partecipanti al programma di creare l'agenda più conveniente di appuntamenti da tenere durante i due giorni di fiera e di sottoporre la proposta iniziale prima dell'appuntamento stesso.



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Join the Summit - Retail C... Retail Connect - IPLS - Re... Reverso | Traduzione Ingle... X

www.ipls.retailconnect.ru/en/

App Acquista il biglietto c... Italotreno: Biglietti tre... Accueil - Franchise Po... Home - International... Europropre : le salon... Reverso | Traduzione... Webmail : Benvenuto... Booking.com: 988.51... Dictionnaire Italien-Fr... Fascicolo Sanitario El... Hosting Pannello Con...

English show. Read more

CONFERENCE MATCHMAKING

What is Retail Connect for?
from Retail Connect

RETAILCONNECT IS

MORE THAN 30 PERSONAL MEETINGS
BUSINESS CONFERENCE AND TRAINING
ENDLESS NETWORKING

AND IT'S ALL JUST IN 2 DAYS

UP TO 8 HOURS INTENSIVE NEGOTIATIONS PER PARTICIPANT
MORE THAN 1200 MEETINGS OVERALL
PROPOSALS ON STANDS OF THE EXHIBITION

JOIN AS RETAILER JOIN AS MANUFACTURER

RC_ipls_header_en.png new_exhibitors-ipls-i...jpg

Mostra tutti i download...

09:30 02/09/2016



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Preliminary program of **Retail Connect Conference at IPLS 2017**

FOR EXHIBITORS

How to work with Russian retailers: requirements, supplier's choice

How to prepare for the exhibition?

MARKET TRENDS

Global and local private label market trends and future outlook

Price segments of private labels: what are retailers' strategies in 2017-2020?

FOR MANUFACTURERS AND RETAILERS

Private label production: cost-saving approach

Quality management for private labels: problems

Trade legislation in Russia: private labels regulations

Retail chains' best practices in managing store brands

How to create a competitive store brand?

PL communication strategies

How to choose a private label supplier and organise an effective cooperation?

Fresh and superfoods in HoReCa and retail stores

Private label in cosmetics retail and pharmacies

Contract Manufacturing in the light industry.

Private label in fashion retail in Russia.



FOR DISTRIBUTORS AND BRAND OWNERS

Export of private label products

Localisation of manufacturing facilities

Contract Manufacturing in China and India



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PRIVATE LABEL
GALLERY



Un'esposizione speciale all'interno del Salone delle PL più creative e di successo creata per ispirare i retailers e i produttori a competere in termini di qualità, package design e fidelizzazione del cliente. Aperta a tutti i partecipanti.



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PRIVATE LABEL
AWARDS
— by IPLS —

I partecipanti al Salone e una giuria di esperti premieranno i migliori produttori e le migliori catene per il loro contributo nello sviluppo delle PL in Russia e CIS.
Categorie:

- **Best package design**
- **Most effective marketing mix**

Cerimonia di premiazione al termine del Salone



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CINQUE RAGIONI PER ESPORRE A IPLS MOSCOW 2017

- ➡ Incontrare **retailers, distributori, grossisti e importatori provenienti da tutta la Russia e dai Paesi del CIS.**
- ➡ Esplorare il mercato e scoprire cosa cercano i consumatori russi.
- ➡ Mettere in luce la propria Azienda come produttore “globale” di private label.
- ➡ Intraprendere nuovi rapporti per sviluppare nuovi canali distributivi.
- ➡ Approfittare di due giornate di confronto, scambio di informazioni e aggiornamento “sul campo”.



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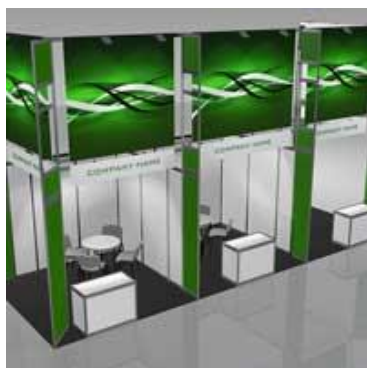
Moduli espositivi

Standard Shell Scheme ➞



Advanced Shell Scheme ➞

Option 1



Option 2



Option 3





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COSTI DI PARTECIPAZIONE 2017

Quota iscrizione € 515

	Stand 9-15 Mq: 360 €/Mq	Stand 16-40 Mq: 350 €/Mq
Area nuda		
Supplementi (su area nuda)	1 angolo: 5% – 2 angoli 10% – Isola 15%	
Allestimento Standard Shell Scheme		66 €/Mq
Allestimento Shell Scheme Option 1		140 €/Mq
Allestimento Shell Scheme Option 2		130 €/Mq
Allestimento Shell Scheme Option 3		162 €/Mq

**I costi includono: perimetro al suolo, pulizia delle corsie, sorveglianza notturna del Padiglione, allestimento come da descrizione riportata su Brochure e Application form; TVA 18%.*

***I costi non includono: Allacciamento e consumo elettrico*



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CROCUS EXPO





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