

# Private Label Sourcing Expo

October 22-24, 2020  
Shenzhen Convention and Exhibition Center, China

Organized by  
Reed Huabai Exhibitions  
Reed Exhibitions Greater China

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The Private Label Sourcing Expo (PLSE) is organized by Reed Huabai Exhibitions, a member company of Reed Exhibitions Greater China, aims to build a powerfully effective platform for industry professionals to display products, establish trade cooperation and exchange experience and expertise.



## 5 Reasons to Participate in PLSE

- ◆ An important reference for developing the Asian market.
- ◆ Seize the opportunities of the rapidly-growing Chinese PL market.
- ◆ Establish partnerships with Chinese manufacturers and retailers.
- ◆ Obtain multi-channel development resources.
- ◆ Trace the latest updates on PL brands and retail business formats.

## Target Buyers

- ◆ National chain supermarkets
- ◆ Regional retail giants
- ◆ Department stores
- ◆ Convenience stores
- ◆ Boutiques
- ◆ E-commerce retailers
- ◆ Brand owners
- ◆ Agents/Wholesalers
- ◆ Importers and exporters

## Retail Connect Meetings

200+ Exhibitors

6,000+ Buyers

Part of matchmaking participants



## Exhibits Profile

### General Merchandise

- ◆ Household Plastic Products **TOP**
- ◆ Cleaning Supplies **TOP**
- ◆ Toiletries and Daily Chemical Products **TOP**
- ◆ Disposable Products **TOP**
- ◆ Household Textiles **TOP**
- ◆ Kitchenware
- ◆ Ceramics/Glassware
- ◆ Stainless Steel Products
- ◆ Bamboo and Wood Products
- ◆ Car Maintenance and Accessories
- ◆ Electronics and Small Appliances
- ◆ Bathroom Supplies
- ◆ Home Furnishings/Leisure Products
- ◆ Other Products

### Foodstuffs

- ◆ Refrigerated and Frozen Food **TOP**
- ◆ Canned and Packaged Food **TOP**
- ◆ Leisure Snacks and Sweets **TOP**
- ◆ Oil and Foodstuffs/Condiments
- ◆ Maternal & Infant Food and Health Food
- ◆ Soft Drinks, Tea and Coffee
- ◆ Alcohol (Beer, Wine and Spirits)

### Packaging & Design

- ◆ Packaging Containers
- ◆ Package Design
- ◆ Labels

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