

OEM商品代工展2020年上海自有品牌展|贴牌|OEM Exhibition

产品名称	OEM商品代工展2020年上海自有品牌展 贴牌 OEM Exhibition
公司名称	上海市隆橙营销策划中心
价格	.00/个
规格参数	
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产品详情

2020全球自有品牌产品亚洲展（上海）PLF展
时间：2020-12-03-05
地点:上海新国际博览中心E1-E7
主办单位：上海市品牌授权经营企业协会 自有品牌专业委员会（PLSC）
承办单位：跨采（上海）广告有限公司

展会历史：

- 1980年---PLMA美国自有品牌**博览会**在芝加哥启航，至今超越2500多个展位
- 1986年---PLMA国际自有品牌博览会于阿姆斯特丹召开，至今已超越4300多个展位
- 2010年---首届PLF展于上海召开。目前展区面积超越2000平米，展位逾800个，展商来自全球23个国家。
- 2020年---PLF展位继续扩张

自有品牌（Private Brand，PB），又称为商店品牌，是指零售企业从设计、原料、生产到经销全程控制的产品，由零售企业指定的供应商生产，贴有零售的企业品牌，在自己的卖场进行销售，实质上是零售业的OEM产品。

展会概况：

全球自有品牌产品亚洲展（以下简称：自有品牌上海展）是国内唯一的以零售自有品牌产品展示交易为主题的展会。展会由上海市品牌授权经营企业协会自有品牌专业委员会（以下简称：PLSC）和美国自有品牌制造商协会（PLMA）共同主办。

自有品牌的产品或服务，通常是由一家公司生产或提供给另一家公司的品牌。自有品牌的商品和服务可以从食品、日化品到虚拟主机等多种行业获得。

它们常常被定位为地区、国家或国际品牌的低成本替代品，尽管近一些私人品牌已被定位为“高端”品牌，以与现有的“品牌”竞争

自有品牌包含但不仅限于零售贴牌、零售OEM、零售代加工等生产模式。

一件好的自有品牌产品是零售商和供应商能力合作的产物。

展会优势:权威行业大腕亲临、探讨自有品牌风向、聚焦新自有品牌产品专业国际三大自有品牌专业展之一，辐射整个亚洲标准全国性自有品牌产品评选及集中陈列趋势自有品牌是零售变革、转型的必选项精确50+个国家的专业买手团，数量逐年递增，免费提供采供对接机会全面线上、线下、流通全渠道覆盖；商超、便利、专营店、品牌运营商等差异直面终端渠道商，去中间化，惠及三方（采购商、供应商、消费者）

积累积累9年，矗立自有品牌发展前沿，迎来行业蜕变

上届回顾

展会规模 30,000m²

展商数量 650家

观众数量 20,680人

展品范围

可直接进入超市、百货商场、连锁店、折扣店进行销售且适宜做超市贴牌的产品

食品饮料类：绿色/保健食品、休闲食品、罐头/方便食品、粮油/副食/土特产、糖果/冷饮、

速冻食品、生鲜食品、母婴食品、宠物食品、酒水饮料等

健康美容类：个人护理用品、个人清洁用品、医用急救用品、妇婴用品、美容美发用品等

日用百货类：日化用品、家具用品、餐厨用品、卫浴用品、文体用品、针织家纺、小家电、服装鞋帽、箱包皮具、宠物用品、玩具类、一次性用品、DIY用品等

Exhibition history:

1980 - PLMA American private brand Expo opened in Chicago, with more than 2500 booths

1986 - PLMA international private brand Expo was held in Amsterdam, with more than 4300 booths

2010 - the first PLF exhibition was held in Shanghai. At present, the exhibition area is more than 2000 square meters,

with more than 800 booths and 23 exhibitors from all over the world.

2020 - PLF booth continues to expand

Private brand (PB), also known as store brand, refers to the products that retail enterprises control in the whole process from design, raw materials, production to distribution, which are produced by suppliers designated by retail enterprises and labeled with retail enterprise brands. They are essentially OEM products of retail industry.

Exhibition overview:

Global private brand products Asia Exhibition (hereinafter referred to as "private brand Shanghai Exhibition") is the only exhibition in China with the theme of retail private brand products exhibition and transaction. The exhibition is jointly sponsored by the private brand professional committee of Shanghai brand authorized management Enterprises Association (PLSC) and American private brand manufacturers association (PLMA).

A product or service, usually one produced by one company or provided to another. Private brand goods and services can be obtained from food, daily chemicals, virtual host and other industries.

They are often positioned as low-cost alternatives to regional, national or international brands, although some private brands have been positioned as "high-end" brands to compete with existing "brands"

Private brands include but are not limited to retail OEM, OEM and OEM. A good private brand product is the result of the cooperation between retailers and suppliers.

Exhibition advantages: authoritative industry celebrities come to discuss the direction of private brand and focus on new private brand products, one of the three international private brand professional exhibitions, which radiates the whole Asian standard, national private brand product selection and centralized display trend. Private brand is the necessary item for retail reform and transformation. The number of professional buyers in more than 50 countries is increasing year by year, providing free purchasing and supply pairs Access opportunities cover all online, offline and circulation channels; differences among supermarkets, convenience stores, franchised stores, brand operators, etc. directly face the terminal channel providers, remove intermediation, and benefit the three parties (purchasers, suppliers and consumers)

Accumulated for 9 years, standing at the forefront of private brand development, ushering in the transformation of the industry

Review of the last session

Exhibition scale: 30000 m2

650 exhibitors

The number of visitors was 20680

Range of exhibits

It can be sold directly in supermarkets, department stores, chain stores and discount stores, and is suitable for supermarket OEM products

Food and beverage: Green / health food, leisure food, canned / convenient food, grain and oil / non-staple food / local specialty, candy / cold drink

Frozen food, fresh food, mother and baby food, pet food, drinks, etc

Health Beauty Class: personal care supplies, personal cleaning supplies, medical emergency supplies, maternal and infant supplies, beauty and hair products, etc

Daily necessities: daily chemical products, furniture products, kitchen supplies, sanitary ware, sports and sports articles, knitted home textiles, small household appliances, clothing, shoes and hats, bags and leather goods, pet goods, toys, disposable goods, DIY supplies, etc