

PRIVATE LABEL & LICENSING MIDDLE EAST

8-10
NOV 2022
DUBAI WORLD
TRADE CENTRE



PRIVATE LABEL
& LICENSING MIDDLE EAST

MENA's No.1 Event For
Private Label & Contract
Manufacturing



2022

POST SHOW REPORT

AN UNMATCHED OPPORTUNITY TO

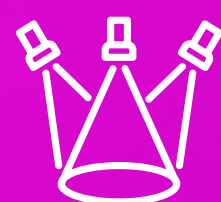
OWN, SOURCE & GET NEW BRANDS

IN TO THE MIDDLE EAST MARKET



7,420

visitors



120

Exhibitors



500+

brands



60

countries



OUR VISITORS

80%

said attending the event is important for their businesses

95%

were satisfied with the event

87%
Middle East
& Africa

13%
International

18% Distributors
Resellers

18% Importers
Traders
Wholesalers

WHO VISITS

18% Retailers
& Enterprise

16% Manufacturers

7% Agencies

6% Start-Ups































6% HORECA

4% Consultancies














































7% Other



TOP BUYERS INCLUDE

									
Category Buyer	Sr Buying Merchandising & Category Management	Director	Import & Brand Manager	Operations Manager	Vice President Sourcing Solutions	Buying Manager	Hotel & Beverage Specialist	Private Label Brand Manager	Sr Category Manager
									
Head of Sales	Group General Manager	Regional Sr Brand Manager	Category Manager	Category Development Manager	Regional Portfolio Development	Regional Category & Procurement Manager	Vice President Operations	Business Development Manager	Purchase Specialist
									
Head of Procurement	Brand Manager	Food & Beverage Supervisor	Sr Vice President Operations	Procurement Officer	Sr Executive	CEO Dnata Catering & Retail	COO Parks & Zones	Vice President	General Manager
									
Sr Manager	Purchasing Manager	Food & Beverages Manager	Manager	Buyer	Plant Manager	Sr Manager	Sales Assistant	Category Manager	Sr Strategy & Planning Associate
									
Head of Buying	Manager	Category Director	Regional Manager Private Label Division	Head of Merchandise	Head Chef	Director of Food & Beverage	Licensing Executive	Procurement Manager	Category Buyer

TOP BUYERS INCLUDE

									
Category Manager	Head Chef	Area Chef	Category Head	Operations Manager	Director - Private Label	Franchise Manager	VP Private Label	Commerical Manager Private Label	General Manager
									
Business Development Director Food	Head of Contract Manufacturing	Buying Head	Assistant Manager	Category Head Fresh	E Commerce Marketplace Specialist	Sr Manager Global Procurement	Regional Director	Purchasing Director	Executive Director
									
Procurement Manager	Assistant Procurement Manager	Raw & Packaging Sourcing Manager	Sourcing & Merchandise Head	Sourcing & Merchandising Head	Creative Director	Managing Partner	Medical Sales Representative	Territory Director Measa	Head of Merchandising Marketing
									
Director of Operations	Sr Buyer	Sr Manager International Merchandising	Sales Associate	Head of Regional Supply Chain	Procurement Manager	Sr Sous Chef	Commercial Manager	Sr Category Executive	Specialist
									
Packaging Development Manager	CEO	CEO	Procurement Manager						

WHAT VISITORS VALUED MOST

NETWORKING

- 1 CONNECT** with international suppliers otherwise hard to source

LEARNING

- 2** Learn about latest **INDUSTRY TRENDS**

DISCOVERING

- 3 EXPLORE** new products launched



84%

visitors said they will visit again

45%

larger than the previous edition

SHOWCASING

500+ BRANDS ACROSS
8 PRIMARY PRODUCT
CATEGORIES



HEALTH, WELLNESS & OVER-THE-COUNTER



BEAUTY & PERSONAL CARE



FOOD & BEVERAGE



MEDICAL SUPPLIES



CLEANING & HOUSEHOLD



BABY CARE



PAPER & PLASTIC



TEXTILES

FEATURED EXHIBITORS













NEW COUNTRY PAVILIONS ADDED



USA THAILAND MALAYSIA BULGARIA UK AZERBAIJAN USA





It's a fantastic show! We announced our partnership with Reifenhauer at Private Label & Licensing ME to offer product passports which will empower the circular economy.

NIDAL HADDAD
Founder & CEO



The experience has been amazing! We met a lot of clients who want to create brands and were very interested in what we have to offer. We'll be back for the next edition.

RAHUL RATAN
Co-Founder and CEO

60%

of returning exhibitors witnessed an increase in business generated during the show since the last edition



NEW PARTNERSHIP

ANNOUNCED AT PRIVATE LABEL MIDDLE EAST 2022



Al Bayader, a leading food packaging company in the ME region, partnered with a German sustainability leader Reifenhäuser, to develop R-Cycle pilot projects in the GCC.



FIRST-EVER

SUSTAINABLE PRIVATE LABEL MERCHANDISE DISTRIBUTED AT THE SHOW

IN PARTNERSHIP WITH

BEEAH



بيئة



A collection of
17,750
plastic bottles collected

Yarn produced using
DGrade's Greenspun
technology

Converted in to
Recycled & Reusable
bags

WE SAVED



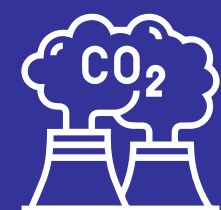
1,704 litres of water



516 kwh of energy



426 kgs of oil



252 kgs of CO²
emissions



CONTRIBUTORS



IMMERSIVE CONTENT DELIVERED BY RENOWNED INDUSTRY EXPERTS



Vincent Cornu
NIELSEN



Nimish Pilla
**KPMG BUSINESS
EXCELLENCE**



Jamil Haddad
AL BAYADER



Tineka Vieira
**DAYMON
WORLDWIDE**

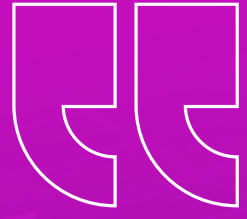


Saeed Alsuwaidi
DMCC



Mazen Kanaan
HOUSE OF POPS





Private Label (event) is an opportunity for our business to expand. There's a lot of new products that I can see here and it's great to be around at such a good exhibition.

NABEEL HOURIEH



Private Label & Licensing ME has taken the lead role in bringing together Private Label investors and solution providers. It's very unique. We've never seen it before, and it's a great forum to discuss projects together.

MAZEN KANAAN
Founder and CEO



THANK YOU TO OUR SPONSORS & PARTNERS

Category Sponsor



Session Sponsors



Official Knowledge Partner



Consumer Insights Partner



Strategic Partners



NEXT YEAR BOOK YOUR STAND

PRIVATE LABEL
& LICENSING
MIDDLE EAST

07-09
NOV 2023
DUBAI WORLD
TRADE CENTRE

CONTACT THE TEAM



KABIR AHMED

Project Manager

04 3064517

Kabir.ahmed@dwtc.com

WWW.PRIME-EXPO.COM

