



Marca China International Private Label Fair

June 7-9th, 2023

Shenzhen Convention & Exhibition Centre

On June 9th, a three-day 2023 Marca China International Private Label Fair (Marca China) ended successfully in Shenzhen Convention and Exhibition Center (Futian). The Fair organised by BolognaFiere China Ltd., co-organised by the Shenzhen Retail Business Association and the China Chamber of Commerce for Import and Export of Light Industrial Products and Arts-Crafts.

8,999 professional visitors(+52% compared with 2021) and 286 domestic and overseas exhibitors crowded 15,000 square meters of exhibition space.

Given the current new consumption trends, Marca China maintains its focus on innovation and the development of private labels. It strives to create its own private labels that dovetail with the needs of new consumer groups and new lifestyles. The Fair not only helps expand distribution channels and create business opportunities for manufacturers and suppliers, but also serves as a one-stop platform for product sourcing and selection, enabling retailers and brand owners to facilitate their upgrading of existing products and expansion of product category.

15,000 SQM

286 Exhibitors

From Australia, China, Italy, Japan, Korea, Serbia

8,999 Professional visitors and buyers



211 Business matching meetings

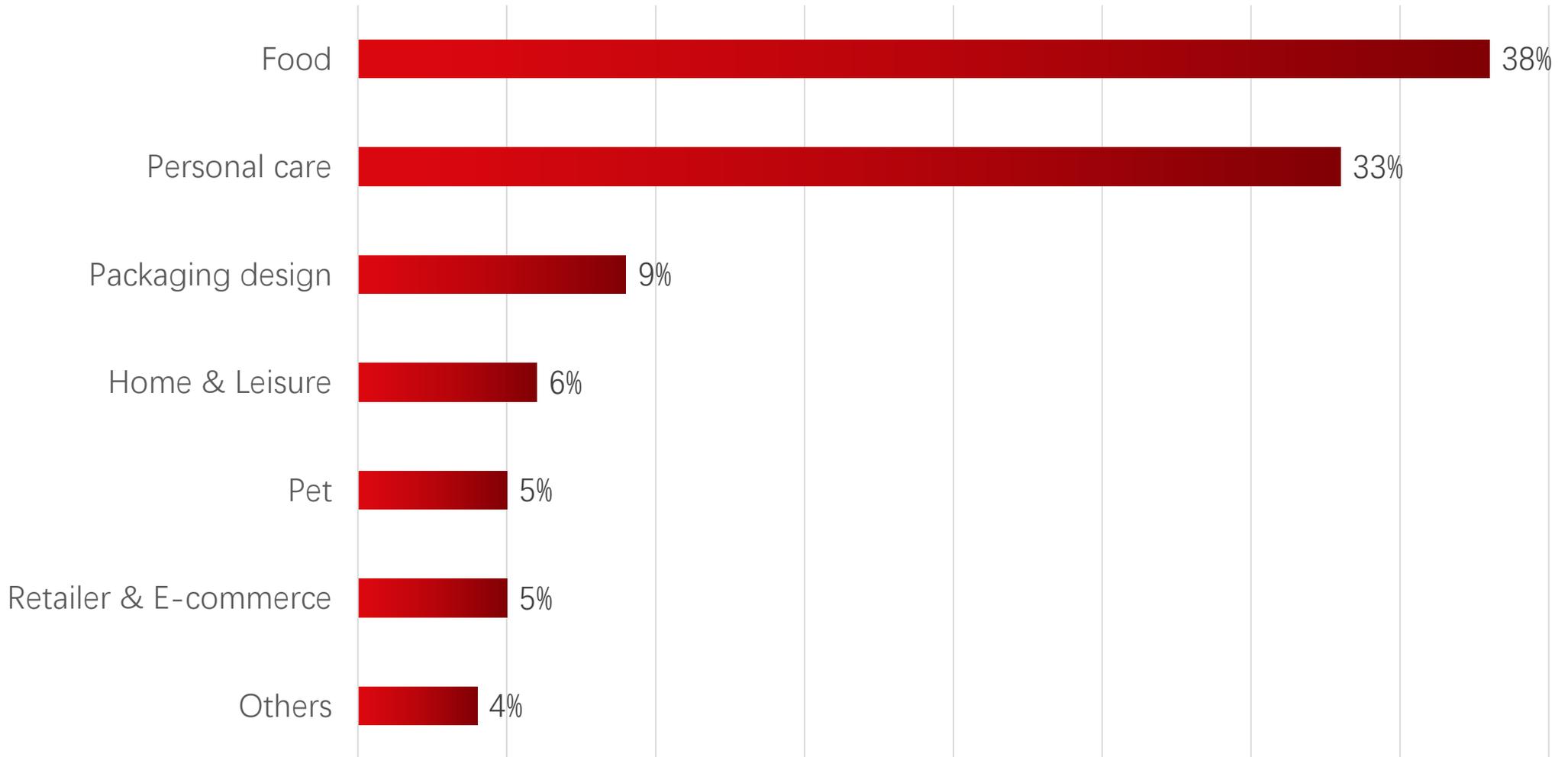
20 Conferences

102 VIP leader guests, 14 Countries

Including Australia, China, China HK SAR, China Taiwan, France, Germany, Italy, Japan, Korea, Philippines, Singapore, Spain, Vietnam, USA



Exhibitors from



Quotes from exhibitors



Through Marca China 2023, Baledge Food will show the best products and services, win more customers and partners, and wish Marca China 2024 a better future.

Fujian Baledge Food Co., Ltd.

The arrangement of various stages of this exhibition is exquisite, and the visitors are highly professional, providing a high-quality negotiation platform for the customers. At the same time, many potential partners from different channels have also been increased. Dachuan Food has always adhered to innovative and high-quality popular products, creating valuable innovative CP preserved fruits and fun Renjian series of innovative wrapped nuts for customers. Many brands and channel merchants who attended the exhibition unanimously expressed their emotions and discovered a treasure snack called "Dachuan Food".

Dachuan (Fujian) Food Co., Ltd.



The organiser is very enthusiastic, the service is very attentive, and we attach great importance to every participating companies. This year, we participated in matching making programme and met many well-known retail enterprises in the industry. I hope that the next event can provide more and better coordination for more enterprises in terms of procurement and supply, so that our products have more opportunities to be understood by retail channels.

Xiamen Lvdi Ecological Share Co., Ltd.

Exhibitors

Visitors

Programme

Media



The organiser has a strong ability to integrate resources and help our exhibitors conduct one-on-one business matching. From coordinating exhibitions to on-site services, every detail reflects professionalism. The organiser fully understood our needs and extends more cooperation opportunities.
Ulike Co., Ltd.

If we use four words to describe this exhibition, it must be a worthwhile trip. During the exhibition, several high-value supermarkets and e-commerce retail channels were connected and in-depth exchanges were conducted. Sincere thanks to the organiser.

Zhuozhou Haoyuan Foil Industry Co., Ltd.



The second edition of Marca China has made a growth, with more professional and considerate services and supporting facilities. The resources of exhibitors and visitors have been greatly improved, and many high-quality private label customers with precise positioning have been received positive feedbacks. Looking forward to the next edition being even better!

Qingdao Hollyren Cosmetics Co., Ltd.



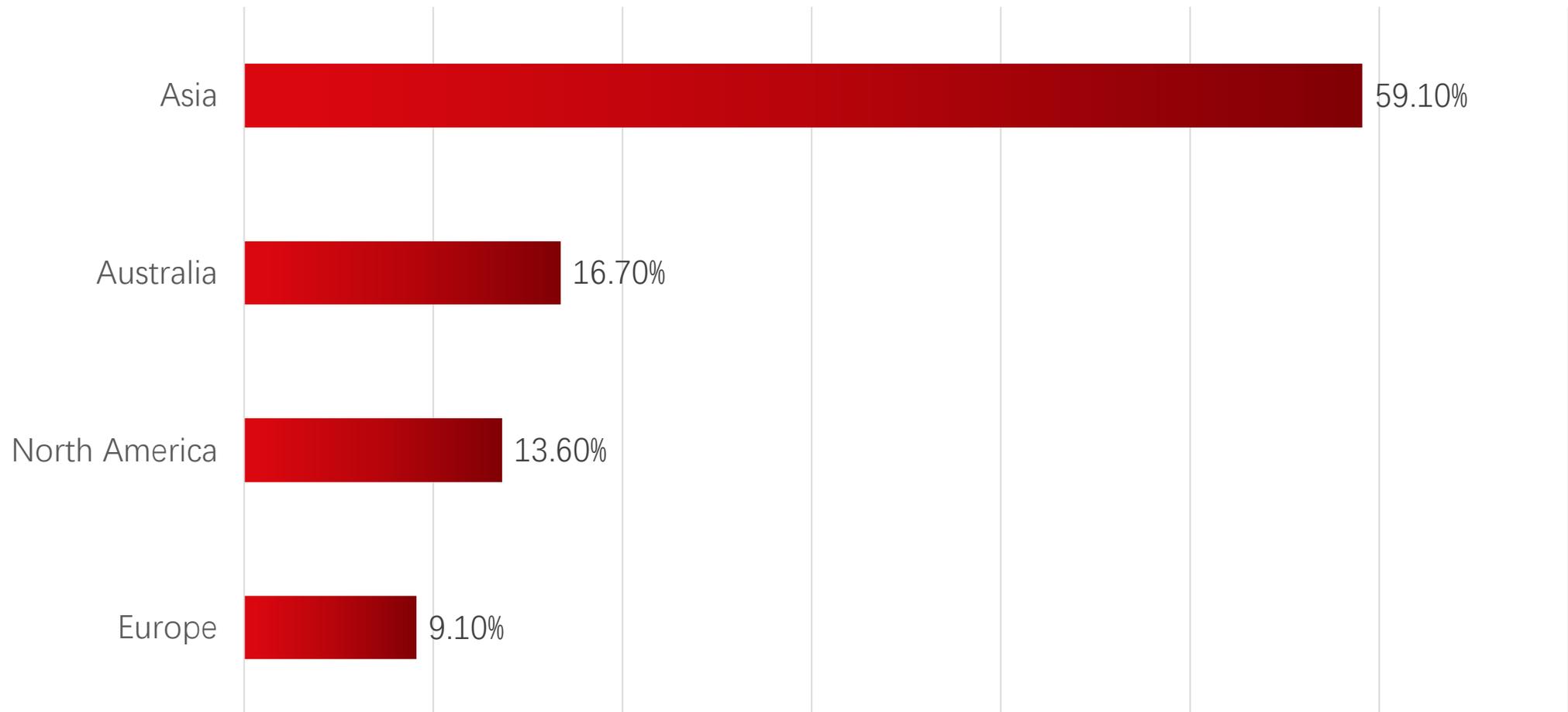
Exhibitors

Visitors

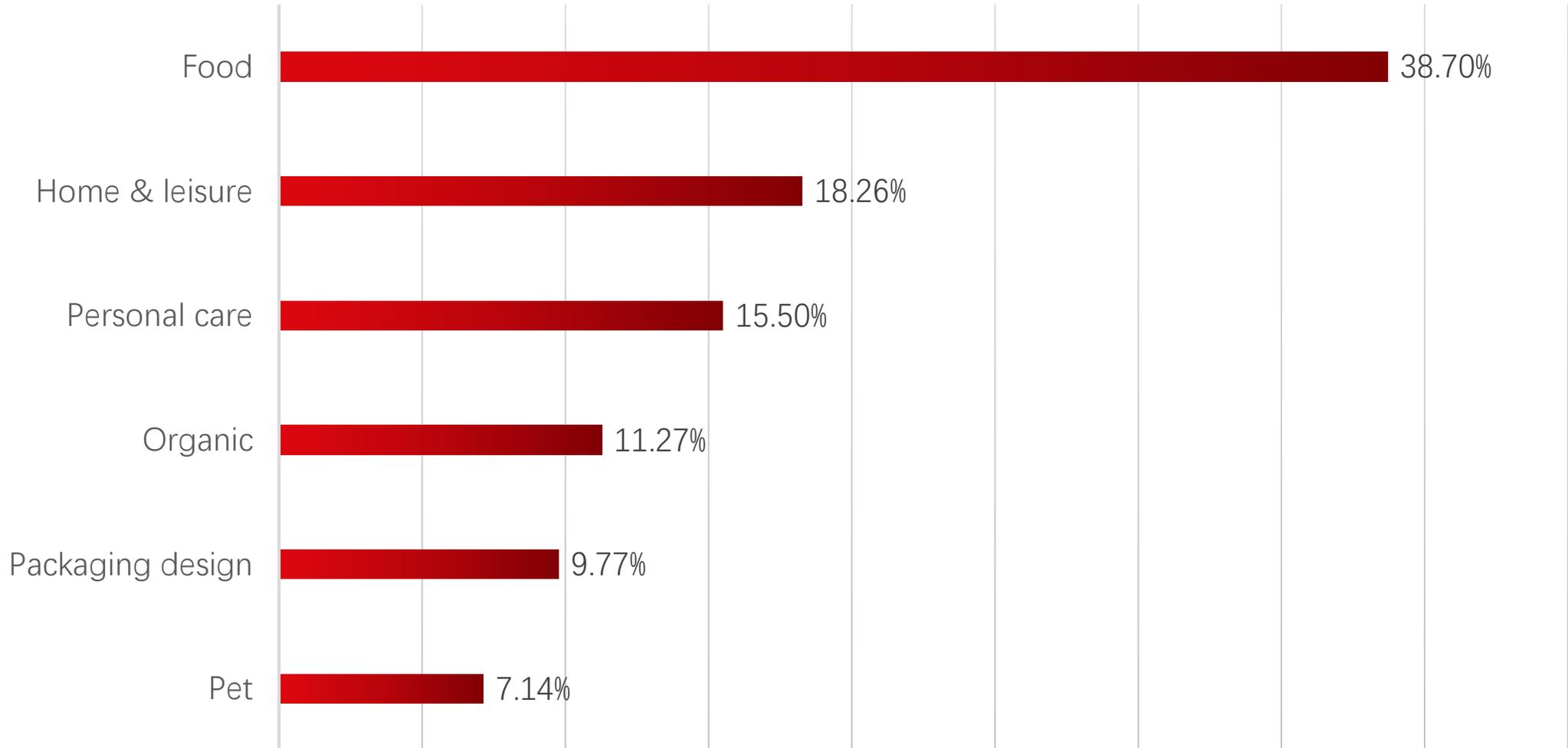
Programme

Media

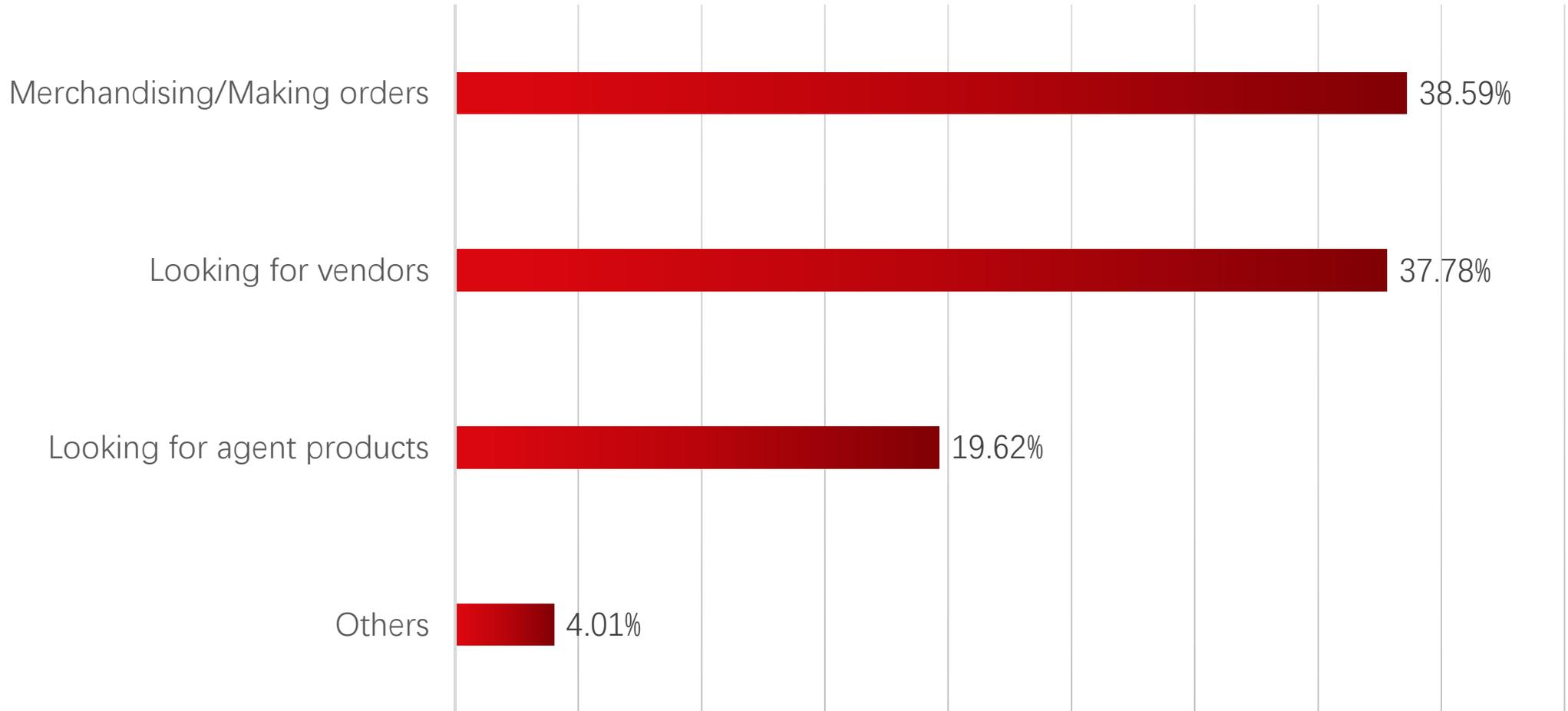
Visitors from



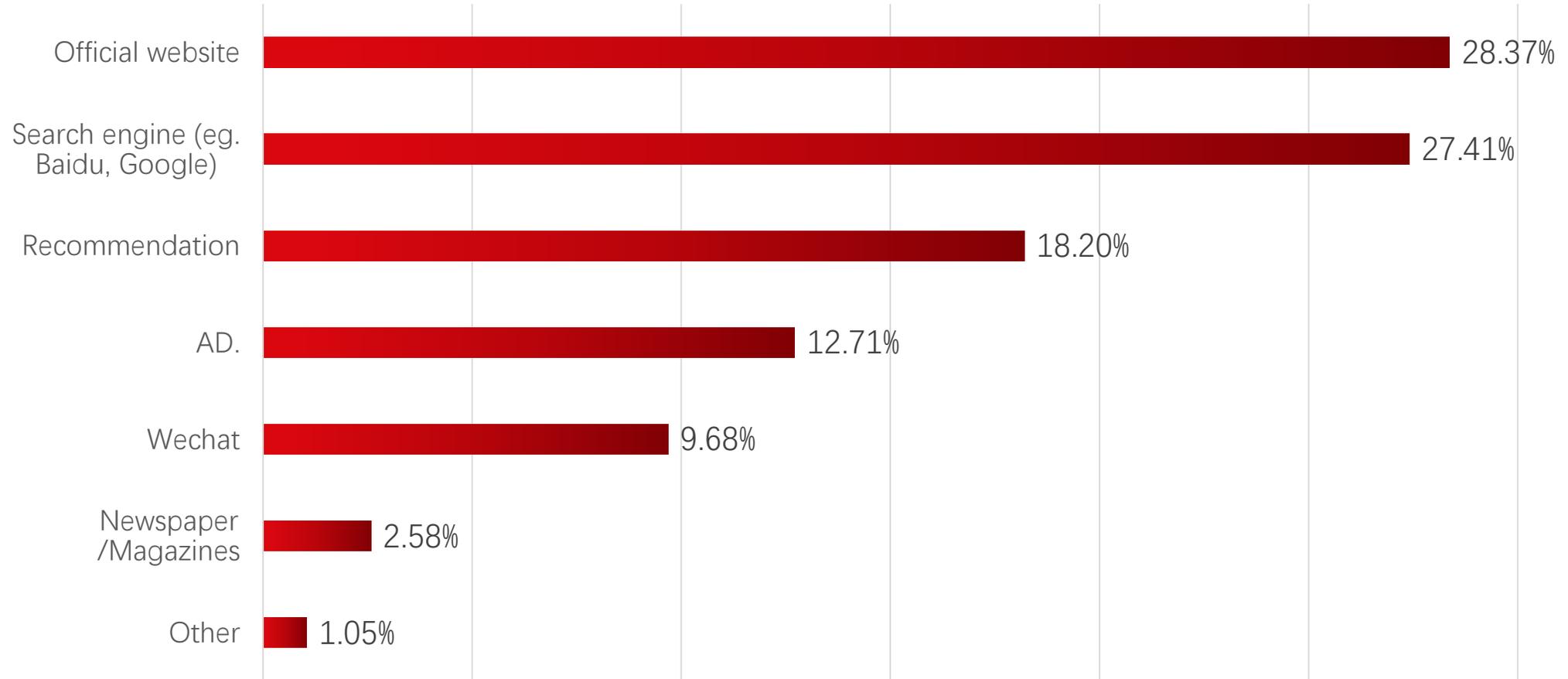
Interested private label category and product



Purpose of visitors' visiting



How do visitors know the Marca China 2023?



VIP Groups

Some commercial associations in South China, such as Guangdong Food Circulation Association, Huangpu Food Safety Association of Guangzhou, Guangzhou City Food Enterprises Association, Shenzhen Packaging Trade Association, Dongguan Retailers Association, Shantou Supermarket Supply Chain Association, also actively organised VIP delegations to visit the show.



Leading buyers (Random ranking)

Supermarkets & Convenience stores



Specialty stores & Brand stores



E-commerce



Quotes from buyers



Starting from invitation and during all the staying in China, everything was perfect. Since the arrive in the hotel on June the 6th I had all the information in order to participate and join all the different meetings and appointments. Marca team was very efficient and always at disposal for every question. The business matchmaking meetings were very interesting, even if some suppliers were not really “in line” with my needs/business. It was interesting to listen and analyse different points of view and to discover new factories and products. We discussed and leave each other our WeChat contacts in order to study possible cooperation. Participation in the guided tour to Rainbow Supermarket was a very interesting experience in order to better understand the Chinese market. This visit was a very important moment of the trip due to the fact that we were “on the field” and we could better understand some marketing and logistics way of think of the Chinese market.

Massimiliano Bianca (France)
Purchasing Manager, NOAO/AKEO



This is the second time that we participated in Marca China. Compared with the last edition, this exhibition improved in terms of audience organisation, exhibition commodities and forum content. I believe that Marca China will be better and look forward to more cooperation in the future.

Zhao Yan
Brand Director, Rainbow Supermarket

It is my great honor to share the development trend of private label at Marca China 2023 as a guest speaker. This year, the professionalism of the exhibition has improved, and I have met many peers. I am very happy to participate and I hope there will be more cooperation in 2024 and the exhibition will become better and better.

Fukada Minoru (Japan)
General Manager of Merchandise & Buying Division of AEON(CHINA)CO., LTD.

Exhibitors

Visitors

Programme

Media



It's a pleasure to participate in Marca China 2023 and meet the OEM suppliers of personal care and beauty. Some of the products are novel and representative. The service is very good, and offering one on one business matching making programme. This service greatly saves time and efficiency for both buyers and suppliers. Although the exhibition scale is not large, it covers the entire industry. Hope the 2024 exhibition will be better!

Chen Si
Cosmetics Buyers, MINISO

This year is the second time for us to participate in Marca China, and we have seen the growth of the exhibition, which is more obvious than the first edition. Not only in terms of exhibition organisation, exhibitors, and audiences. We will continue to support Marca China and embraced the South China market. We hope the exhibition will be better next year!

Lu Kunpeng
Director of Private-Label, RenRenLe



After more than two years of development, Suning.com Group's Private label Suning Yipin has been liked by users and recognized by the industry for its commodity concept of high value, high appearance value, high cost performance and content "three high and one have". It is a great honor to have the opportunity to participate in Marca China 2023. This exhibition, together with international and domestic private label industry experts and source factories, has in-depth exchanges on the development of private label, making more high-quality products in China going globally. Thank you for your careful arrangement. Looking forward to our next gathering.

Xiao Jiangbo
General Manager of OEM Center, Suning Epin



Marca China was a unique window to retail industry and private label award among Asian countries. It's also the best way for me to know about the industry and the gate to access this huge market. The two-day forums were very informative, offering free of charge insight sharing instead of getting it from expensive consultancy, which not only help people meet customer but also gain insight. And I was so inspired by the visit to Rainbow Supermarket and the speech from Linshop, that Chinese retailer tries to understand private label. Please maintain its high quality level of the event as always, connecting customers, markets and consumers. More Italian medium-sized companies and exhibitors should also participate in Marca China to seize this great opportunity to showcase and collaborate.

STEFANO GHETTI (Italy)
IPLC Europe Partner



This is my second time participated in Marca China, which was very successful on the whole, especially in terms of forum content and guest invitation. This year, we also participated in activities in the trendy zone for new consumption, communicating with buyers and suppliers about the trend of overseas new consumption, and received a lot of feedback. I hope 2024 will be better and more successful!

Alex Reuts, Daymon Worldwide Shanghai Consulting Co.Ltd
Senior Business Director, PB (USA)

Professional Forum

The forum was rich in content and diverse in perspectives, attracted many viewers to share and learn. This year there are 5 themes “Exploring the Development of Private Labels under New Consumption”, “the development of private label in the post epidemic era”, “Enhancing Enterprise Competitiveness with Private Brands”, “How to build the core competitiveness of Private label”, “how to make packaging more 'humanized' through new consumption concepts”.

Trendy Zone

Collaborated with Daymon Worldwide and International Private Label Consult (IPLC) to jointly created a new consumer goods zone that showcases high-quality and innovative products from both domestic and overseas markets.



Retailer Brand Area

Retailer Brand Area exhibited the latest private label products brought by retailers such as Rainbow, RenRenLe, Teamfirst, Jiajiayue, Ottno, Guizhou Heli, Changdachang, Suning Epin, Yollect Union etc., which gathering and spotlights on the private label industry.

Marca Mart

Marca Mart had 37 exhibitors participating in the exhibition this year, included Fujian Zhongxingfu Food, Lofugn Seafood, Xiamen Lvdi Ecological, Shandong Sweet Bee, Shandong Wake Fresh Food Technology, Yijian (Tianjin) Biotechnology, Megasoft (China), Kunshan Health And Beyond, Guangzhou Xujohn Bio-Technique, etc., showcased a total of 121 popular products. Multiple current specialty products, included health products, baked goods, leisure food, frozen food and pre made food, seasonings, beverages, alcoholic beverages, beauty and personal care.



Business Matchmaking & Group Leader Selection

This year, Marca China attracted domestic and foreign purchasers from professional fields such as supermarkets, convenience stores, specialty stores, brand stores, catering, e-commerce, etc., including WalMart, Vanguard, Aeon, Rainbow Supermarket, KK Group, RenRenLe, Teamfirt, Meiyijia, Ottno, Jiajiayue, Suning Epin, NONA, MINISO, Wenzihui, etc. 212 one-on-one business matching services were organised on site, an increase of 84% compared with the previous session.



Exhibitors

Visitors

Programme

Media

Media Partner



Advertising



14分钟前



深圳国际自有品牌展

广告

400+ 源头供应商, 10000+ 优质单品, 20+ 自有品牌案例



立即预约

深圳市·深圳会展中心



2024

Marca China International Private Label Fair

26–28 June 2024
Shenzhen Convention &
Exhibition Centre (Futian)

Exclusive to exhibitors and specially invited buyers on 26 June



maRca
by **BolognaFiere**
MARCA CHINA INTERNATIONAL PRIVATE LABEL FAIR
深圳国际自有品牌展

A New Era of Global Retail
A New Chapter for Private Label

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