

# 2024

# Marca China

# International Private Label Fair

**ma<sup>®</sup>ca**  
by **BolognaFiere**  
MARCA CHINA INTERNATIONAL PRIVATE LABEL FAIR  
深圳国际自有品牌展



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

Exclusive to exhibitors and specially invited buyers on 26 June

# A New Era of Global Retail

## A New Chapter for Private Label



Marca China International Private Label Fair 2024 (Marca China) will be held at the **Shenzhen Convention & Exhibition Centre (Futian)** on **26–28 June 2024**. With an exhibition area of 20,000 square metres, the event will bring together over 400 high-quality exhibitors and more than 10,000 buyers and trade visitors. There will be more than 20 professional forums and events taking place. Focusing on dynamic sectors of the private label industry, such as food and beverages and household and personal care products, the exhibition will incorporate new consumer trends like organic health and creative packaging design. The primary goal is to build collaborative bridges between manufacturers, source factories, brand owners and retailers, thereby promoting the development of China's private label industry.

Marca China 2024 is set to revolutionise the traditional format by unlocking a brand new '1+2' model, which will provide exhibitors with an experience that goes beyond expectations.

INNOVATIVE MODEL

Day 1

26 June, Exclusive Supplier–Retailer Day  
Conference Floor, 5/F, Shenzhen Convention & Exhibition Centre

Open exclusively to the exhibitors and specially invited qualified buyers.

Buyer guests include private label directors and managers, procurement and product directors and managers from global retailers, brands and specialty stores; product managers from e-commerce and MCN agencies; as well as procurement managers from distribution agents and import companies.

Diverse Industry Training Sessions

Topics for Exhibitors include: product quality, product research and development, packaging design, channel expansion and livestream sales.  
Topics for Buyers include: category management, cost control, profit margins and business format innovation.

Buyer's Product Selection Sharing Sessions

These sessions focus on the sharing of product selection strategies, planning, and requirements, aiming to align private label products more effectively with market demands.

Featured Product Showcase

The Featured Product Showcase displays selected products from exhibitors, helping them gain earlier exposure and enhanced visibility. It is available exclusively to exhibitors with an exhibition area of 36 square metres or above.

Welcome Dinner

All exhibitors and qualified buyers will be invited to the welcome dinner, which will provide a platform to enhance communication and expand networks.

Pain Points of Traditional Exhibitions

- The final day witnesses a decrease in attendance and popularity, making exhibitors less motivated to engage.
- Exhibitors are constrained by their booth locations and must wait passively, unable to engage with all their target buyers.

Highlights of the '1+2' Model

- The Exclusive Supplier–Retailer Day is a high-yield, low-input day that replaces the final day, allowing exhibitors to secure resources at the start of the event, increase exhibition returns, and even reduce travel costs.
- The Exclusive Supplier–Retailer Day is a precisely targeted gathering of a group of top-level qualified buyers, providing exhibitors with the opportunity for proactive engagement and communication in advance, leading to enhanced efficiency.

Days 2 and 3

27–28 June  
Halls 7 and 8,  
Shenzhen Convention & Exhibition Centre

20,000  
m<sup>2</sup>

400+  
Exhibitors

10,000+  
Visitors

20+  
Programme & Events



THE BENEFITS OF PRIVATE LABEL



Private Label means that manufacturers and suppliers engage in contract manufacturing to produce proprietary brand products for retailers, brand owners, e-commerce platforms, wholesalers, and other distribution channels.



EXHIBIT CATEGORIES



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FOOD  
食品

Snacks/Bakery/Confectionery  
Agricultural/Sideline products  
Seasonings/Beverages  
Convenience/Canned food  
Refrigerated/Frozen/Fresh food  
Organic food

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HOUSEHOLD GOODS  
家居日用

Kitchenware/Bathroom  
Cleaning supplies  
Household textiles  
Maternal/Infant products  
Disposable products  
Leisure products

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BEAUTY & PERSONAL  
CARE PRODUCTS  
美容个护

Personal care &  
Hygiene products  
Beauty &  
Hair products and tools  
Healthcare &  
Protective products

maRca

PET PRODUCTS  
宠物用品

Pet food  
Pet care products  
Pet comfort products  
**PET PAVILION**  
powered by  
**ZOOMARK 宠物展区**

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PACKAGING, DESIGN  
& CONSULTING  
包装设计

Packaging & Labelling  
Design & Consulting

Exhibitors Profile: Manufacturers, Producers, Processors, Distributors, Agents

PROGRAMME



New Consumer Products Zone

Sharing the latest trends in domestic and international private labels; showcasing cutting-edge new consumer goods and award-winning products.



Marca Mart

Showcasing premium private label products from retailers and brand owners, providing an immersive consumer experience within a retail setting.



E-Marca

Gathering top e-commerce platforms, private domain platforms, livestreaming Centres and MCN agencies to take part in e-commerce livestreams and product selection events by group buying leads to jointly explore new solutions for e-commerce marketing.

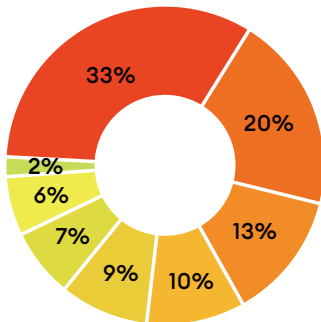


Professional Forum

Inviting domestic and international industry experts to share international insights and discuss the industry outlook.



VISITOR PROFILE



- Retailers
- E-commerce/MCN
- Brands
- Agents/Distributors/Wholesalers
- Specialty Stores
- Importers/Exporters
- Ho.Re.Ca
- Others

- 200+** Business Matchmaking
- 20+** Visitor Delegations
- Omni-Channel** Promotion
- 10M+** Exposure

Selected Top-level Buyers \*proposed invited buyers, listed in no particular order

Retailers



E-commerce/MCN



Brands/Specialty stores



Wholesalers/Distributors



Buyer Feedback

Marca team was very efficient and always at disposal for every question. Participating in the business matching meetings was very rewarding and gave me the opportunity to listen to and analyse different points of view and discover new suppliers and products.

— Massimiliano Bianca  
Purchasing Manager, NOAO/AKEO, France

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

— Zhao Yan  
Brand Director, Rainbow Supermarket

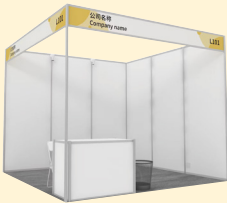


BOOTH TYPE AND FEE


2024 Marca China International Private Label Fair

Booth Type	Dimensions SQ.M. (multiple of 9)	Exhibitors Benefits 26 June, Exclusive Supplier-Retailer Day	Unit Price EURO per SQ.M.
Raw Space	36 m <sup>2</sup> and above	Entry for 2 people, 2 products for display Dinner invitation for 1 person	195
Standard Shell Scheme	9 to 36 m <sup>2</sup>	Entry for 1 person, 1 product for display Dinner invitation for 1 person	230
Upgrade Shell Scheme	9 to 36 m <sup>2</sup>	Entry for 1 person, 1 product for display Dinner invitation for 1 person	250
Premium Shell Scheme	36 m <sup>2</sup> and above	Entry for 2 people, 2 products for display Dinner invitation for 1 person	280


\*Prices above do not include 6% VAT




Standard Shell Scheme



Upgrade Shell Scheme



Premium Shell Scheme-A

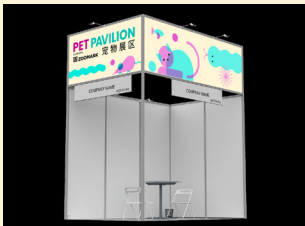
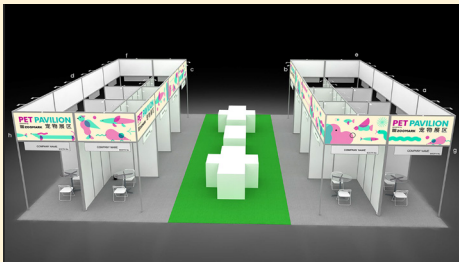


Premium Shell Scheme-B


PET PAVILION Powered by Zoomark

PET PAVILION Powered by Zoomark	Dimension SQ.M.	Exhibitors' Benefits	Unit Price
Pet Vision	/	3 products for display in the Pet Vision area	600 €
Mini Booth	6 m <sup>2</sup>	Entry for 1 person, 3 products for Pet Vision Dinner invitation for 1 person	200 €/sqm
Upgrade Booth	9 to 36 m <sup>2</sup>	Entry for 1 person, 3 products for Pet Vision Dinner invitation for 1 person	250 €/sqm
Raw Space	36 m <sup>2</sup> and above	Entry for 2 people, 3 products for Pet Vision Dinner invitation for 2 people	205 €/sqm

\*Prices above do not include 6% VAT



Mini Booth Shell Scheme



Upgrade Shell Scheme

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