

## Marca China International Private Label Fair

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

### POST SHOW REPORT

## 2024.06.26-28

### Shenzhen Convention & Exhibition Centre (Futian)

**26 June**

Wed.  
13:00-17:00

**Supplier-Retailer Day**

Entry for Exhibitors and Invited Guests Only  
Conference Floor, 5/F

**27-28 June**

Thu. & Fri.  
9:00-17:00

**Fair Day**

Entry for Exhibitors and all Professional Visitors  
Hall 7

[www.marcachinafair.com](http://www.marcachinafair.com)

+86-21-33683186 [marca@bfchina.net](mailto:marca@bfchina.net)



WECHAT



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**PET PAVILION**



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

Marca China International Private Label Fair 2024 (Marca China) was successfully held in Shenzhen Convention and Exhibition Centre (Futian) from June 26 to 28. It is organized by BolognaFiere China Ltd., a wholly-owned subsidiary of BolognaFiere SpA, in collaboration with China Food Association, Shenzhen Retail Business Association and the China Chamber of Commerce for Import and Export of Light Industrial Products and Arts-Crafts. This fair has created an innovative “1+2” model, combining Supplier-Retailer Day with Fair Day, presenting a private label event that combines popularity and professionalism.



**205**  
Exhibitors



**10,125**  
Professional Visitors



**308**  
Match-making Sessions

# EXHIBITORS OF MARCA CHINA 2024

## List of Some Exhibitors



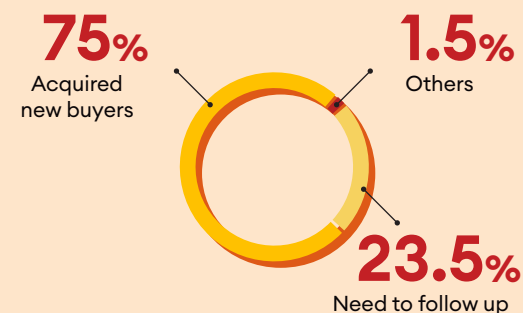
(Listed in no particular order)

**150+**  
High-Quality Manufacturers

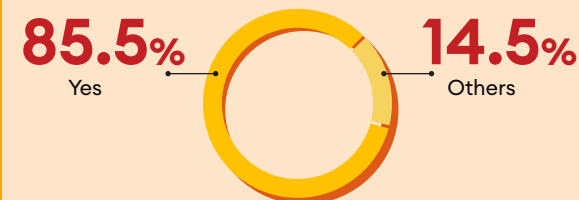
**60+**  
Featured Innovative Enterprises

**97.6%**  
Satisfied with The Fair

**98.5%** Exhibitors met new buyers



**85.5%** Willing to participate in next Marca China





## MARCA CHINA 2024 HIGHLY PRAISED BY EXHIBITORS



### Exhibitor Testimonials

"Our experience at Marca China was extremely enriching and productive. The impeccable organization and warm atmosphere greatly contributed to creating an environment conducive to fruitful exchanges. We had the opportunity to meet many passionate professionals interested in our field, which significantly strengthened our professional network. The visitors were curious and engaged, allowing us to present our dairy products effectively and obtain valuable feedback. Furthermore, the organizing team was particularly attentive to our needs and consistently available to support us throughout the event. We are grateful for the opportunity to participate in such a fair and hope to contribute again next year."

– INALPI SPA

"Participating in Marca China 2024 is an important milestone for us. It provides us with an excellent platform to introduce our brands to the Greater China market and to connect with key players in Chinese distribution, which was invaluable. The commitment and synergy from both our teams and the organizers were exceptional, making this event not just rewarding but a pivotal moment in our expansion journey."

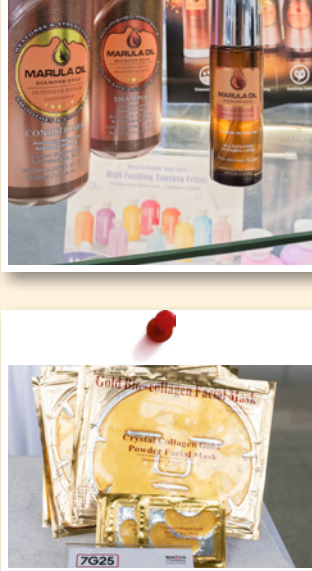
– Pernigotti S.p.A. / Walcor S.p.A.

"As a highly professional and directional fair, it provided an excellent opportunity for companies like us with OEM capabilities and also own brand to communicate with industry professionals, experts, and audiences."

– Tianjin CSS Trading Co., Ltd.



# GLOBAL PRIVATE LABEL PRODUCTS COLLECTED







## Featured Product Showcase



Tianjin CSS Trading Co., Ltd.



Guangdong Shifei Cosmetics Co., Ltd.



KG Lab Co., Ltd.



# SUPPLIER-RETAILER DAY TRAINING SESSIONS

"I am delighted to participate in the Supplier-Retailer Day event at Marca China this year, sharing some solutions for overseas OEM companies in domestic retail channels. This year's fair was supported by many overseas companies, with growth in both food and pet industries. We hope that the fair will continue to grow in 2025, and we will continue to support and participate."



**ZHANG XIN TUN**

Senior PL Manager of Offer-Product  
Development of MCG Co., Ltd.

"It is my first time visiting Marca China, and I am honored to be a guest speaker discussing the latest trends of private label industry with industry and retail experts. Thanks a lot for the arrangement by the organizer, which has provided our company with more opportunities to communicate with peers. There are also exhibitors from different categories on site, as well as Italian companies bringing the latest overseas products. I hope to have more cooperation and communication opportunities in the future, and look forward to meeting you again next year!"



**TIAN JIAN ZHONG**

Chairman of China Ants Alliance

"As a guest speaker of category management by P.I Data Technologies Co., Ltd., I am honored to participate in the Supplier-Retailer Day event at Marca China for the first time. This activity allowed retail professionals to have a deeper understanding of category management and latest private label trends in a few hours. I have also greatly benefited and hope to further collaborate in the future. I hope Marca China 2025 will continue to improve!"



**TANG HAI BIN**

Operations director of SPAR China

"It was my first time to participate Marca China 2024 as a speaker to deliver the speech regarding the private label market in Korea. The event was very busy and attracted, I saw lots of Chinese retailers and suppliers who are interested in the industry and I can forecast the private label market in China will have a rapid growth in recent years and hope to visit again in Marca China."



**PARK JI YOUNG**

Partner at XYZ Plus Inc.



## Guest Speakers



**LUO TIAN JUN**  
Founder of Changsha  
Baocai Meituo Media  
Culture Co., Ltd.



**PAOLA CANE**  
Regulatory Adviser  
and Author



**ZHANG XIN TUN**  
Senior PL Manager  
of Offer-Product  
Development, MCG  
Co., Ltd.



**XIAO JIANG BO**  
Head of JD.com Retail  
Fashion Industry of  
South China



**ZHANG ZHI QIANG**  
Founder of P.I Data  
Technologies Co., Ltd.



**SUN CHUN JU**  
Expert of P.I Data  
Technologies Co., Ltd.



**DENG BING**  
Private Label  
Innovation Manager,  
Ottino Chengdu



**TANG HAI BIN**  
Operations director of  
SPAR China



**WANG SHENG**  
Deputy Secretary  
General of China  
Chain Store Franchise  
Association



**TIAN JIAN ZHONG**  
Chairman of China  
Ants Alliance



**SI KAI**  
Vice GM of Hubei  
Huangshang Group  
Co., Ltd.



**FUKADA MINORU**  
General Manager of  
Merchandise & Buying  
Division of AEON  
(China) Co., Ltd.



**ALEX REUTS**  
General Manager  
of Outstanding  
Management  
Consulting



**PARK JI YOUNG**  
Partner at XYZ Plus  
Inc.



**CHEN WEN**  
General Manager of  
Pet Sector of Rainbow

(Listed in no particular order)



## VIP GROUPS ORGANIZED BY ASSOCIATIONS



## List of VIP Groups (Partial)

- China Chain Store & Franchise Association Private Brand Professional Committee
- P1 Data Technologies Co., Ltd.
- Shenzhen Retail Business Association
- Zhuhai Chamber of Commerce and Trade
- Shenzhen Cross-border E-commerce Association
- Foshan Food Industry Association
- Shenzhen Longgang District Food Safety Assurance Promotion Association
- Shenzhen Houseware Cultural Products Association
- Guangzhou Baiyun Cosmetics Industry Association
- Zhongshan Coffee Association
- Guangdong Cross-border E-commerce Association
- Guangdong Private Chamber of Commerce of Importer & Exporter

(Listed in no particular order)





## VISITOR STATISTICS



 **96.9%** Visitors  
Were Satisfied with the Fair

### Industry Breakdown of Visitors



### Visitors Functions





## MATCH-MAKING SESSIONS

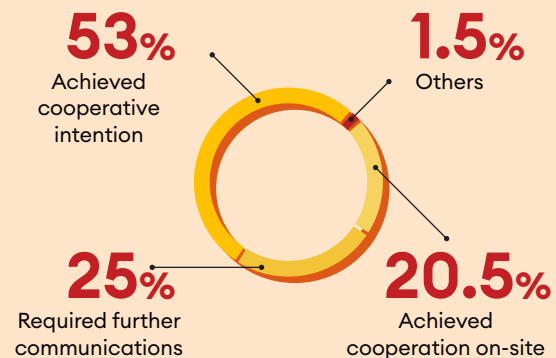


**308** on-site Match-making Sessions  
Satisfaction Rate  $\approx$  **97%**

### List of Match-making Buyers (Partial)

Bark N Purr Trading	Guangdong Wantian
Tanhu Pet Products	Guangdong Yonghui
Lionhead Technology	Guangzhou Guangjian
New Ruipeng Pet Healthcare	Guoqinwang E-commerce
PET GALLERY	Kexin Outdoor Products
Poshpets Boutique and Spa	China Resources Vanguard
PT Global Karya Cipta	Huizhou Sam's Club
PT. Olego Mandiri	Jiangxi Renhe Group
Rusby & Co Pte Ltd	Liu Tao Tao Supply Chain
Alien Pet Food	Miao Wang Pu
Foreign Pet Food	Pupu Mall
PetzMall Interconnection	Fanjin E-commerce
Beijing Huarenhang	Baogou Supply Chain
Chongwuwuzhong	Woo Food
Poizon	Xi'en Supermarket
Dongguan Wanzhou	Hilton Hotels & Resorts
Guangdong Benlai	Easy Help
Guangdong Jiarong	Zhongshang Huimin
Officebox Stationery	... (Listed in no particular order)

### Result Analysis





## VISITOR TESTIMONIALS

"This year's Marca China made innovations in its mode. The Supplier-Retailer Day delivered a new concept to private label enterprises; The fair day also brought me into contact with many exhibitors in the personal care category who are interested in. The product quality exceeded my expectations and I will deepen cooperation with them in the future. Thank you to the organizers for their dedication. We hope Marca China to get better and better."

- CHEN HAI LONG

Procurement Manager of JJZ Chain Drugstore Corporation

"Marca China offered distinctive service in terms of commercial match-making. The face-to-face discussions with suppliers and source factories on site were innovative and efficient, and could accurately target customers. We are very grateful for the meticulous service provided by the organizer."

- LIU ZHI GANG

Guangdong Yonghui Supermarket Buyer

"The commercial match-making service launched at Marca China was great! The one-on-one discussion format was very innovative, which could greatly shorten the product selection process, efficiently promote the communication between both parties, and the overall service was also very meticulous and thoughtful!"

- WANG XIAO YAN

Chongwuwuzhong Product Director

"Thanks so much for the match-making service provided by Marca. The fair layout and design were very reasonable and efficient, and the manufacturers qualities were very good. Both buyers and suppliers could meet their needs very well. There was also a match-making session, which was a creative idea with high privacy and efficiency!"

- KUAI XIAO FAN

China Resources Vanguard Private Label Procurement

"Marca China provided meticulous services in business match-making, greatly shortening the product selection process. We could communicate with source manufacturers on site, and the one-on-one discussions were very efficient, effectively improving the efficiency of enterprise visits, procurement, and new product development. It could effectively help enterprises solve procurement issues."

- HONG YA QI

Online Buyer Head of Easy Help

"The organizer of Marca China has made sufficient preparations from the early stage of negotiation to the subsequent supplier negotiation. The itinerary was very detailed, the visiting experience was very good. The diversified selection of suppliers reflected the organizer's capability and experience in working with buyers. It was a very happy procurement journey in the fair!"

- CHEN PIAN PIAN

Procurement Manager of Benlai



## Visitors Analysis

### Purpose of Visit



### Purchase Categories



## FAIR DAY HIGHLIGHTS



**PET PAVILION**  
presented by  
**zoomark 宠物展区**



**Italy Pavilion**

## IPLS Award 2024 Award-winning Products Display







## Guest Speakers



**CHEN QI XIANG**  
Brand Director of Da  
zhou Xin Yan (Xiamen)  
Biotechnology Co, Ltd.



**ELI DING**  
CEO of WHALES CLUB



**HE SHAO HUANG**  
Marketing Director of  
Grandrect



**YANG WEI**  
Business Leader of  
Chanxuan



**WANG JUN JUN**  
Former E-commerce  
Manager of the Top  
10 Mattress brand in  
China



**SI LIN**  
Content Operations  
Director of Chanmama



**HUANG WEN XIANG**  
Chief of MCN



**PERSY YIN**  
General Manager  
of JiRan Brand  
Consulting



**KEVIN QIN**  
Deputy General  
Manager of JiRan  
Brand Consulting



**LÉON**  
YouTube KOL



**CHARLOTTE SHEN**  
Global Independent  
Station Business  
Consultant

(Listed in no particular order)

2025

**SEE YOU NEXT YEAR**

