

MARCA CHINA

Private Label Fair

广州国际自有品牌展

POST SHOW REPORT



ma[®]ca
by **BolognaFiere**
MARCA CHINA PRIVATE LABEL FAIR
广州国际自有品牌展

25-26
Sept 九月
2025

GUANGZHOU

Poly World Trade
Expo Centre

WeChat Official
Account



Marca
Secretary



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MARCA CHINA PRIVATE LABEL FAIR
广州国际自有品牌展

SHOW YOUR BUSINESS POTENTIAL



10,000m²
Exhibition Area

205
Exhibitors

2025 广州国际自有品牌展
MARCA CHINA PRIVATE LABEL FAIR

11,689
Visitors

328
Business Matchings

Organiser **BolognaFiere China Ltd.**

Co-organisers **Guangdong Chain Operations Association,
Guangdong Food Circulation Association**

Supported by **China Council for the Promotion of International Trade
Guangzhou Huangpu District Committee (CCPIT Guangzhou)**

EXHIBITORS OVERVIEW

Gathering Leading Industry Enterprises



> **200** High-Quality
Original Manufacturers



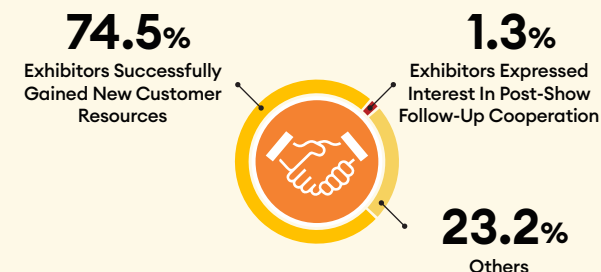
> **60** Innovative and Trend-Leading
Enterprises Showcased New Products



> **98%** Exhibitors
Satisfaction



> **75%** Successfully Gained
New Customer Resources



> **85%** Intention to
Participate Again 2026



EXHIBIT CATEGORY BREAKDOWN





Strong Reputation and Positive Recognition



The organization of this exhibition was highly professional. The atmosphere and customer quality were excellent. The organizer not only introduced suitable clients accurately but also arranged networking dinners, allowing deeper business communication. We achieved great results and believe this will strongly benefit our future cooperation. We sincerely appreciate the organizer's thoughtful arrangements.

Guangzhou Wanyuan Industrial Co., Ltd.

The Marca China exhibition in Guangzhou was a great success. For an emerging brand like Kaisen Bear, this was an excellent opportunity for exposure and franchise development. We gained many new clients during the fair and truly appreciate the organizer's dedication and hospitality. We look forward to participating again!

Shaoxing Chengguang Food Co., Ltd.

The event's overall operation and matchmaking services were professional and efficient, providing us with a great exhibition and visiting experience. We highly recognize the level of organization.

Sibao Health Industry (Guangdong) Co., Ltd.

The Marca China exhibition attracted a strong and professional visitor flow. Buyers from new and emerging channels were highly active. From preparation to onsite services, everything was smooth and efficient. We were very satisfied with both the quality of buyers and the overall experience.

Ucare Health (Suzhou) Co., Ltd.



Everyone came to this exhibition with great enthusiasm and effort, which resulted in both hard work and rewarding outcomes. The fair provided a valuable platform for mutual learning and exchange and left room for future collaboration between excellent merchants and distributors. Although the typhoon caused a smaller onsite attendance, it actually created an advantage – fewer people allowed for deeper, more meaningful communication. We also discovered more high-quality products and cooperation opportunities.

Dongguan Derunjia Food Co., Ltd.

VISITOR SATISFACTION

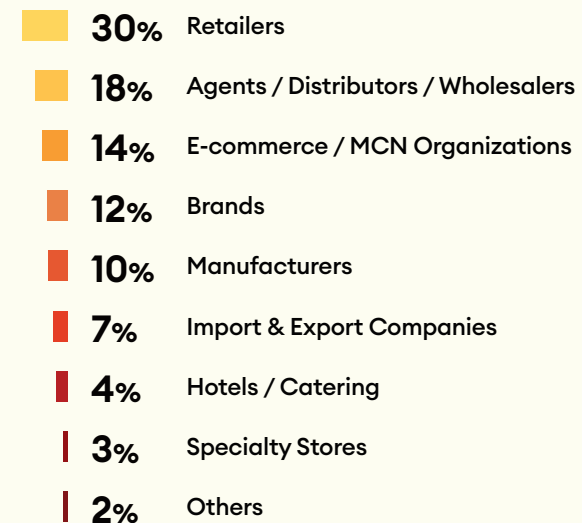
Strong Engagement & Recognition



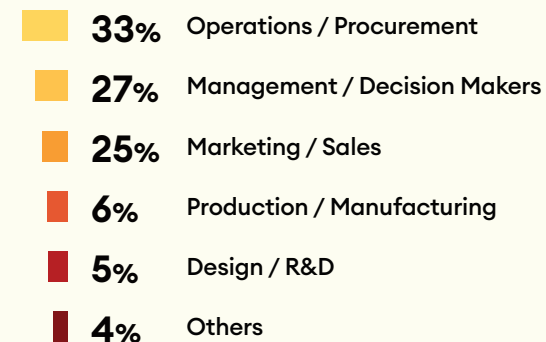
> 96% Overall Visitor Satisfaction



Visitor Categories



Visitor Job Functions



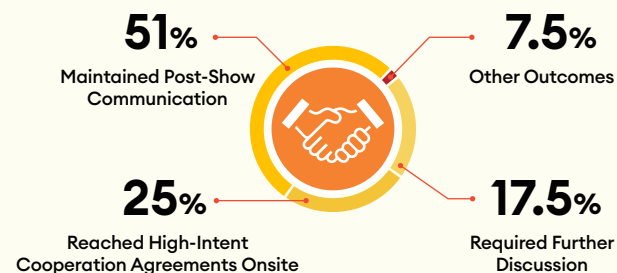


Partial List of Matched Buyers

Freshippo	Huaqian Yue Shang (Hangzhou)
Metro	Haokaishi
AKEO Store	Dewu (Shanghai)
MINISO	Abao Select
Xinyulou Department Store	Youzan
Sinopec Easy Joy	Maodan Supply Chain
Zhangzhou Huiyou Department Store	Longzhen Star Map
Ludao	Jupintong 7-Alliance
Fangbin Neighborhood	Xiaochun the Artist
EasyZhan Convenience (Shenzhen)	Qinglan Select
Yidu Convenience (Anhui)	Huai Ai Wanjia
Jiayuan Convenience (Henan)	Naxiaomei Healthy Goods
Laobaixing Pharmacy	Fulin Taotao
Wancheng Group (Haoxianglai)	Aijincai (Shenzhen)
Huarenxing Trading	Fat Orange
Huiyixuan (Beijing)	Zunpinhui Live-streaming Club
Yuhu Cold Chain	Fangzi Premium Selection
Ziyun Trading (Guangzhou)	...and many more



Matching satisfaction > 92%



This is my second year attending Marca. From pre-registration to the on-site VIP matchmaking, every detail was managed with precision. Even when a typhoon affected travel, the organizers adapted swiftly to ensure smooth meetings. It truly saved time and improved efficiency.

Liu Shihua
Purchasing Manager,
Wancheng Group

The one-on-one business matchmaking model served as a highly efficient bridge between buyers and suppliers. We connected with many manufacturers that meet our procurement standards – an extremely rewarding experience.

Hong Yaqi
Purchasing Manager,
E-Station Convenience Stores

The atmosphere at Marca China was vibrant, with a wide variety of exhibits and exciting activities. Many exhibitors showcased their latest products, which makes me very optimistic about the future of private labels. I truly appreciate the organizers' thoughtful arrangements that made this visit both efficient and enjoyable.

Zhang Xintun
Senior Product Development Manager,
MCG Co.,Ltd

It was my first time attending Marca China, and from the perspective of private labels, it is a highly professional and content-rich exhibition. The event not only allowed me to connect with many high-quality source factories but also provided valuable insights through its forums. For us, it was an excellent platform to understand industry trends and explore new business opportunities.

Huang Zequn
Private Label Procurement Manager,
Yidu Convenience (Anhui)

From Shenzhen to Guangzhou, Marca has elevated in every aspect – from exhibitor quality to event organization. The show aligns perfectly with our current sourcing focus across food, daily necessities, and pet products.

Zhang Jiagao
Procurement Director,
Fangbin Neighborhood Supermarket

The forums and event programs at Marca China were extremely valuable. Many of the guest speakers' insights gave me a deeper understanding of private label trends. The exhibition layout was also well-designed, allowing us to quickly find the categories and partners we were interested in. This visit not only broadened my horizons but also strengthened my confidence in future collaborations.

Xin Weining
Procurement Manager,
Guangxi Meijiamei Supply Chain

At Marca China, I met many suppliers that perfectly matched our needs. The exhibition's professionalism and international scope left a strong impression. For retailers like us who are seeking differentiated and innovative products, this visit was truly worthwhile.

Hu Jingguo
Department Store Purchasing Manager,
Xinyulou Department Store Group

The Marca China Guangzhou International Private Label Fair successfully opened and concluded despite the challenging weather, and as a buyer, I had a very positive experience. The exhibition was highly efficient and convenient in facilitating business matchmaking, with innovative formats that left a deep impression. Both the face-to-face meetings and the networking during the New Product Dinner brought us tangible results. Sincere thanks to the organizers for their thoughtful arrangements and support.

Zhang Li
Marketing & Product Selection Headquarters,
Hui Yixuan

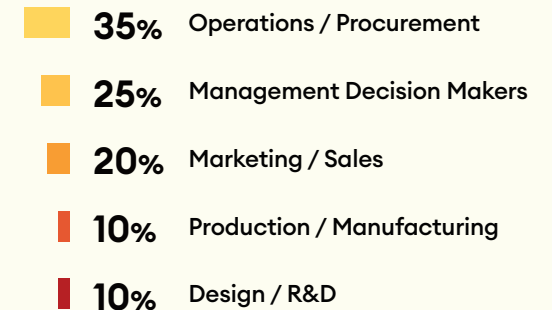
SURVEY & ANALYSIS



Visitor Objectives Breakdown



Visitor Purchasing Category Breakdown





Guangdong Chain Operations Association

Shenzhen E-Commerce Association

Guangdong Chain Operations Association

Guangzhou Conghua District E-Commerce Association

China Council for the Promotion of International Trade (CCPIT)
Guangzhou Huangpu Committee

Guangzhou Food Enterprise Association

Guangzhou Sihai Private Entrepreneurs Association

Guangdong Tea Industry Association

Guangzhou Food Safety Association

Guangzhou Fengle Entrepreneurs Chamber of Commerce

Zhuhai Prepared Food Industry Association

Guangdong E-Commerce Development Promotion Association

Foshan Entrepreneurs Association



SPEAKERS



ZHANG XIAOLING
Executive Chairman of
Guangdong Chain Operations
Association



LIU YUBING
Head of Private Label of
Guangdong Tianfu Chain
Business Group Co., Ltd.



DONNA CHAI
General Manager of
BolognaFiere China Ltd.



WANG XIAOYI
Deputy Director, Neuro-
Management Lab, Zhejiang
University



STEFANO GHETTI
Partner of IPLC Italy



YU JUNXIAN
Head of Product Development
and Import of MCG China



CHEN KAI
Director of Private Label
Procurement, Supermarket
Division, of Rainbow Supermarket



MASSIMILIANO BIANCA
Purchasing Manage AKEO Store,
France



LIU ZHI
Head of Merchandise, South
China of Suning Youjia
Convenience Store



HE YUNMIN
Former Deputy General Manager,
Lawson (Shanghai)



FANG XIANLI
Secretary General of Private
Brand R&D Collaborative
Platform



YE YINDUO
Secretary General of Guangzhou
Food Safety Association



WANG LEI
Executive Vice President
and Secretary General of
Guangdong Pet Industry
Association



LI BOHAO
Business Director of Food &
Beverage, Mintel



ZHANG ZHENGFU
President of Merchandising,
CP Lotus



LU ZHI
Certified Toxicologist by the
Chinese Society of Toxicology,
Senior Food Safety Engineer



from the 5th on the left to the right **CHEN KAI, WANG LEI, FANG XIANLI, FAN FEIFEI, DONNA CHAI, STEFANO GHETTI, LIU ZHI, LIU YUBING**



SPEAKER **STEFANO GHETTI**



SPEAKER **YU JUNXIAN**



SPEAKERS



SPEAKER **ZHANG TAO**



Discharge Distance
by Fancy Optics
以趣感光学
消除世界距离



SPEAKER **SUN JUN**



SPEAKER **ZHANG ZHIQIANG**



ZHANG ZHIQIANG
Founder of P.I Data Technologies
Co., Ltd



MA LIJUAN
Global General Manager of
AFIONA Group



SUN CHUNJU
Expert of P.I Data Technologies
Co., Ltd, former Procurement
manager of Tesco and
Procurement Director of Wumart



LUO YIN
Operations Director of N-X
Branding



SUN JUN
Purchasing Director of Ottno



ZHANG TAO
Senior Packaging Development
Manager of MCG China



ZENG ZHE
China Representative of
Independent Grocers Alliance
(IGA)



Marca China 2025 has successfully concluded, with the active participation of the China Private Label Production and Research Collaboration Platform and its member units. The exhibition was not only a showcase but also a venue for deep connections and consensus building. We have witnessed private labels evolving from mere “OEM tools” into the strategic core of retailers. On the retail side, the focus has shifted toward user value and supply chain depth, while manufacturers are demonstrating strong capabilities in R&D innovation and flexible production. Through the joint exhibition area and thematic forums, the platform facilitated high-quality matchmaking and in-depth trend discussions. “Production–Research Collaboration” has become an urgent need within the industry, with new cooperation intentions and solution pathways continuously emerging.

Looking ahead, the platform will continue to play its role as a “connector,” promoting resource sharing and standard co-development, helping members reduce costs, enhance efficiency, and drive innovation and upgrading. We extend our sincere gratitude to all supporters and partners—let us work together to create a high-quality future for China’s private label industry.

Fang Xianli

Founder and Secretary-General,
China Private Label Industry-Research Collaboration Platform

This is my second time participating in Marca China. Compared with my previous visit, this trip to China was even smoother and more fruitful. The Marca China project team provided thoughtful assistance and practical information throughout, ensuring an efficient and well-organized experience. I gained valuable insights through the on-site business matchmaking sessions – listening to diverse perspectives, discovering new suppliers and products, and even building potential partnerships by exchanging contacts for future communication. I also had the opportunity to speak at one of the forums, where I exchanged views with Chinese retailers on the direction of private label development – a truly rewarding experience.

Massimiliano Bianca (France)
Purchasing Manager, NOAO / AKEO

This is my second time attending Marca China. As a unique platform in Asia that connects the retail industry with the International Private Label Awards (IPLS Awards), Marca China offers an exceptional opportunity to gain in-depth understanding of the vast Chinese market and its dynamics. The two-day forum featured rich and valuable content. I had meaningful exchanges with Chinese retail leaders such as Rainbow and METRO, as well as with the Guangdong Chain Operations Association and other domestic private label organizations.

I was deeply impressed by the enthusiasm of Chinese retailers toward private label development. I hope Marca China continues to uphold its high-quality standards, connecting clients, markets, and consumers. At the same time, I look forward to seeing more Italian medium-sized enterprises and exhibitors participate in the future, seizing this valuable platform for visibility and collaboration.

Stefano Ghetti (Italy)
European Partner, IPLC

This is my second time attending Marca China, and I can clearly feel the expansion in scale and the enrichment of its content.

As a speaker representing the China Private Label Industry–Research Collaboration Platform, I am confident in the growth potential of China’s private label sector and hope that Marca China will continue to empower the industry over the long term.

Whether as a platform representative or as a retailer, I look forward to working with all parties to drive private label development toward higher quality and greater sustainability.

Alex Yu
Head of Product Development and Import of MCG China







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MARCA CHINA PRIVATE LABEL FAIR
广州国际自有品牌展

明年再会

See You Next Year

SEPTEMBER 8-9, 2026

**Poly World Trade
Center Expo, Guangzhou**

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