

## **INTRODUCTION AND DESCRIPTION OF THE 2<sup>ND</sup> IPLS PRIVATE LABEL CONTEST**

**Marca by BolognaFiere**, Private Label Conference and Exhibition  
In partnership with **IPLC**, The Retailer Brand Specialists,

*Following the great success of the 2022 edition, the organizers announce:*

### **THE 2<sup>ND</sup> INTERNATIONAL PRIVATE LABEL SELECTION (IPLS) “PRIVATE LABEL IDEAS AND INNOVATIONS FOR INTERNATIONAL MARKETS 2023”**

*Awards for new products, ideas and projects designed for the Private Label sector and new international markets submitted by Exhibitors at the 2023 Marca by BolognaFiere.*

#### **WHY PARTICIPATE?**

Manufacturers and suppliers are **essential players in Private Label supply chains in the different countries, playing a particularly important role together with their retailer partners in product and market innovation and development.**

For manufacturers, putting forward and effectively implementing new ideas is key to being **selected, retained and appreciated by their retailer clients.** Consumer trends and private label market segmentation, along with the recent economic situation are extraordinary opportunities **for growth and value creation** for producer companies.

In fact, partnering retailers is an **excellent way for private label producers to enter new markets without a heavy trade marketing investment burden.** Producers can build **market recognition in foreign markets at retailer stores and in the catering sector** since business operators are always on the look-out **for partners willing and able to support them in new challenges.**

Growth abroad requires **expertise, market and business knowledge, including the assistance of sector experts living in the country who have a deep understanding of their retail market requirements.** All producer companies can achieve this. Thanks to Marca's partner **IPLC**, all award-winning companies wanting to undertake or extend their international development strategy in this sector will be **able to receive expert advice.**

## HOW IT WORKS

**Ten products/projects** will be selected from the entries submitted and accepted. The winning products/projects will receive:

1. **Specific advice from Senior Private Label Experts** in the various countries on the development potential in new markets of their products and especially, **an entry strategy** into one of the most promising European markets.
2. A **B2B communication plan** made up of:
  - a. An incremental programme for all candidates starting from **registration and enrolment up to and including the days of the trade show** – and – **for the winning companies – to March 2023**;
  - b. Communication build-up in the weeks before **Marca by BolognaFiere on 18 and 19 January 2023**;
  - c. Communication of all selected products during the trade show days, and the display of the winners and mentions at the **“Private Label International IPLC Arena”**. **On the afternoon of 18 January at the conclusion of the conference, the winners and mentions will be announced by the jury before an audience of international managers and buyers**;
  - d. **Follow-up communication starting 20 January 2023**.

Communications will be issued by Marca by BolognaFiere and IPLC.

The products submitted by producer and supplier Exhibitors must belong to the market segments established by Marca by BolognaFiere:

1. Packaged Foods
2. Fresh Foods
3. Beverages
4. Home Care products
5. Personal Care Products
6. Frozen foods and Ice Cream
7. Animal Feed and Care Products
8. Other non-food products: stationery and office items, gardening, DIY, home furnishings (textiles, kitchen, bathroom, bedroom), and personal items (clothing)
9. Physical intermediate products (excluding software) or supplier companies to the private label supply chain (ingredients, fragrances, packaging, accessories, etc.)

The section will be made by a jury of international Private Label experts who will follow **three main assessment criteria**:

1. THE PRODUCT'S PERTINENCE, SUITABILITY AND MARKETING POTENTIAL FOR INTERNATIONAL DISTRIBUTION AND EXTENSION.
2. THE ORIGINALITY, INNOVATIVE / NOVELTY FEATURES OF THE PRODUCT AND PROCESS (RECIPES, FORMATS, PROCESSING, FLAVOURS, USES, ETC.).
3. ADVANTAGES AND SPECIFIC SUSTAINABILITY FEATURES (INGREDIENTS, SUPPLY CHAIN, TRANSPARENCY, MATERIALS, HEALTH PROMOTION, ETC.).

N.B.: In addition to the 10 winners, the jury reserves the right to mention up to a maximum of 10 other products, which although not selected, have a specific aspect or attribute of particular interest that merits mention, even if pertaining to only one of the three criteria mentioned above.

N.B.: The companies receiving awards or mentions will be notified a few days before the event and must deliver a physical example of the product, packaging and/or physical mock-up of their winning and mentioned entry for display during the trade show at the "Private Label International IPLC Arena", no later than 2.30 p.m. on 17 January 2023.

## HOW AND WHEN TO APPLY

Starting 3 October 2022, you can ask the Show Office for a **Registration Form**, which must be completed in full before being returned.

Every Exhibitor company can enter up to a maximum of three products / projects in their dedicated reserved area. Every application has to include at least two HD images (front and back) of the product entered, as well as a description of the product and contents of the packaging.

Please note that the Application must also be accompanied by formal acceptance of the contest Regulations.

The (non-extendible) deadline for sending the completed Application to the dedicated platform is midnight, 16 December 2022.

Submit your products / projects now!

For any further information, please e-mail:

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Marca by Bologna Fiere is a leading international Private Label sector event, unique for its inclusion of retailers in their exhibitor selection. This specialist trade show has enjoyed constant growth, with visitors and international exhibitors increasing each year. In 2021, the trade show launched the first edition of Marca China in Shenzhen.

**IPLC** is the leading Private Label consultancy organization. Operating in ten countries, the company makes available the expertise of partners, all of whom have with long-term experience in management and consultancy working with leading retailer, production and Private Label producer companies. [ppalomba@iplc-europe.com](mailto:ppalomba@iplc-europe.com) , [stefano.ghetti@iplc-europe.com](mailto:stefano.ghetti@iplc-europe.com)