

Enterprise Mauritius (EM) will lead the participation of six local operators in the 2016 edition of **Private Label Manufacturers Association (PLMA) World of Private Label** which will be held on 24<sup>th</sup> and 25<sup>th</sup> May 2016 in Amsterdam, Netherlands. A range of products including frozen snacks, vanilla, rice, moringa infusions and powder, juices, cereals, soaps, body scrubs, bath and body oils will be showcased by Mauritian participants. The main objectives of participation in this event are to enhance the visibility of Mauritius as an emerging sourcing destination of private labelling products and to increase exports to Europe.

Private Label products have become an essential staple in consumer’s shopping basket with an overwhelmingly positive perception in Europe and around the world. Private label is taking advantage of the fact that consumers are becoming less brand-loyal but more price-sensitive. Today, its market share in retail stands at its highest ever as it accounts for \$1 of every \$3 spent in the consumer packaged goods. The future promises even more private labelling as retailers expand internationally and take a larger role in marketing products they sell.

The “**World of Private Label**” serves as a convenient business interaction channel for eminent industry professionals to deliberate on latest industry updates. It is the world’s largest private label trade exhibition, with more than 2,200 exhibitors from 70 countries and visitors from over 100 countries including leading supermarkets, hypermarkets, discounters, department stores, drugstores, wholesalers, importers and exporters. Besides food, a vast range of grocery supplies, cosmetics, stationery items and other products are promoted in this event.