

AUSTRALIA & NEW ZEALAND

PLMA

INTERNATIONAL COUNCIL

ABN 27 720 583 468

PRIVATE LABELS
AN EXPLODING MARKET DYNAMIC AROUND
THE WORLD AND A MAJOR OPPORTUNITY
FOR EXPORT GROWTH

NEW ZEALAND INDUSTRY FORUM

nielsen

New Zealand



Brand Strategy Consultants Inc.

North America Europe

PLMA

Australia



Expanding Business Horizons through
Private Label Export Opportunities

Hyatt Regency Hotel Auckland
5th November 2009

PRIVATE LABEL MANUFACTURERS
ASSOCIATION AUSTRALIA NEW ZEALAND

PROGRAMME FOR THE DAY

"Private Labels are undeniably the new market dynamic in supermarkets around the world – they represent a major export opportunity for New Zealand manufacturers to enter the Australian, North American and European markets. This Forum brings together Industry experts to outline how these new export opportunities can be realised and to bring you up to date with the latest industry trends and Private Label developments around the world.

Whether you are currently involved in Private Label manufacture or simply want to understand the magnitude of this new market phenomenon, this is a Forum that you simply can't afford to miss"

Ron Bradley – President PLMA Australia New Zealand

8.30am REGISTRATION AND COFFEE

9:00am Ron Bradley President PLMA

Welcome and outline of today's programme

SESSION 1

9:00am - 9.40am

Geoff Smith The Nielsen Company

Private Labels are now accepted across all socio-economic groups – consumers actively seek out quality store brands. It's now about Smart Shopping and Private Label share growth around the world reflects this.

Growth and trends in Private Label in New Zealand and world markets

- Private Label Share & Trends New Zealand
- Private Label share growth in Australia, North America & Europe
- Private Label consumer acceptance
- Major trends

SESSION 2

9:40am - 10.30am

Tom Stephens Brand Strategy Consultants INC

Tom has over 35 years experience in grocery sales, manufacturing and marketing including 7 years as Executive Vice President for Presidents Choice International, a division of Loblaw's Canada, arguably one of the world's foremost Private Label retailers. Tom is recognised as an International Private Label Industry expert and presents regularly throughout Europe and North America.

Private Label Export Opportunities in North America & Europe

- Key retailer Private Label trends in North America & Europe
- Key challenges and opportunities for NZ manufacturers
- Retailer manufacturer partnership expectations

10:30am - 10:50am MORNING COFFEE BREAK

SESSION 3

10:50am - 11.30am Paul O'Brien

PLMA Australia and General Manager, American Safety Razor Aust Pty Ltd

Paul has over 34 years experience in senior sales and marketing management roles with major multi national FMCG companies. He is the founder and past President of PLMA and is the Australian General Manager of the world's largest manufacturer of Private Label razor products.

Private Label Opportunities in Australia

- Major Australian retailer portfolios and structures
- Key challenges & opportunities for success
- Retailer manufacturer partnership expectations
- How New Zealand manufacturers can realise Private Label export opportunities

Robert has extensive retail experience with Nordstrom in the US and as a “hands on” partner of McMillanDoolittle who are recognised internationally as experts in identifying emerging trends and developing strategies to capitalise on these. Green retailing, like Private Labels, is a massively developing market which presents real opportunities for innovation and product differentiation.

Greentailing – leveraging the emergence of the environmentally conscious consumer

- New Zealand – superbly positioned to exploit this new market opportunity
- Green retailing is gaining momentum as an emerging market dynamic
- Consumer attitudes and behaviour toward Greentailing & recession impacts
- Greentailing - how will it develop and what should you be doing now to capitalise

12.30pm – WRAP UP AND CLOSE

PLMA Forum ABN 27 720 583 468

REGISTRATION FORM

Hyatt Regency Hotel Auckland Thursday 5th November 2009

Please register us for the PLMA Industry Forum:-

REGISTRATION INFORMATION

COMPANY NAME: _____

TELEPHONE: _____

ADDRESS: _____

POSTCODE: _____

DELEGATE 1:

NAME: _____

POSITION: _____

EMAIL: _____

DIRECT PHONE: _____

DELEGATE 2:

NAME: _____

POSITION: _____

EMAIL: _____

DIRECT PHONE: _____

DELEGATE 3:

NAME: _____

POSITION: _____

EMAIL: _____

DIRECT PHONE: _____

PLMA Members: no charge

NON PLMA Members: A\$100.00 + GST = A\$110.00 per person

Please complete this form together with your credit card number and fax to: +61 2 9252 4788

MASTERCARD

VISA

AMEX

NAME ON CARD: _____

EXPIRY DATE: _____

CARD NUMBER: _____

SIGNATURE: _____

OPTION A:

FAX Please complete this form and fax to +61 2 9252 4788

OPTION B:

MAIL Please mail completed form to
PO Box 29 Millers Point Sydney NSW 2000

**NEED MORE
INFORMATION?**

Please phone PLMA on +61 2 9252 4788 or
email us at plmaaustrnz@primusononline.com.au

The Private Label Manufacturers Association of Australia and New Zealand is part of PLMA International, the world's largest Association of Private Label manufacturers.

Headquartered in New York with affiliate offices in Europe and Asia, PLMA brings together over 3000 manufacturers worldwide.

In the past few years, Private Label products are gaining an increasing share of retail shelves as retailers everywhere realise the value of a robust Private Label programme.

Our Mission is to foster the growth of Private Label products through the promotion of best practice, quality enhancement and a focus on innovation. In so doing, our objective is to provide a forum for **productive dialogue** between members and our retail partners.

Our aim is to build mutually profitable **partnerships** between our members and retailers by facilitating the sharing of latest trends and developments and by addressing in a constructive way the major issues, opportunities and objectives facing both parties.

For more information on PLMA, details of membership benefits and how to join please visit our website

www.privatelabelmanufacturers.com.au