

MARCA CHINA

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

Private Label Fair

广州国际自有品牌展

SHOW YOUR BUSINESS POTENTIAL

25-26
Sept 九月
2025

GUANGZHOU

Poly World Trade
Expo Centre

SUPPLIER-RETAILER DAY

24 September, 2025



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www.marcachinafair.com

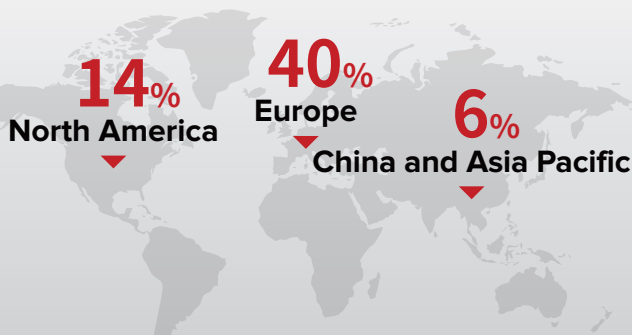




Private Labels in China

In China, private labels are experiencing acceleration and showcasing great potential. In recent years, the average annual growth rate of private labels has exceeded 20%, gradually occupying a pivotal position in the retail industry.

With the growing demand of Chinese consumers for personalized, innovative and eco-friendly products, private labels have become an important driver for market growth. For buyers, private labels not only promise higher profit margins, but also meet the diversified needs of Chinese consumers by introducing global high-quality products.



**Huge Development Potential
in China's Private Label Market**



Marca China, Your Primary Choice of International Private Label Fair!

Marca China 2025 is centered around food and non-food sectors, serving as a one-stop product selection and procurement platform for professional buyers in South China, across the country, and even in Southeast Asia. The exhibition is aiming to provide a professional display and trade platform for high-quality manufacturers, OEMs/ODMs, and source factories in the global private label industry, leading the industry's continued development in China and promoting the strategic transformation of the supplier-retailer relationship.



FOOD

- Snacks and Beverages
- Agricultural and Sideline Products, Seasonings
- Convenience Food and Canned Food
- Refrigerated, Frozen and Fresh Food

NON-FOOD

- Household Products
- Beauty and Personal Care
- Pet Products
- Packaging, Design and Consulting

Who will visit

25.5% Retailers

19.5% Agents/Distributors/Wholesalers

15.5% E-commerce/MCN

13.2% Specialty Stores

13% Brands

6.5% Importers/Exporters

4.5% Ho.Re.Ca

2.3% Others



"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. This event is not just rewarding but a pivotal moment in our expansion journey."

— Pernigotti S.p.A. / Walcor S.p.A.

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

— KUAI XIAO FAN,
Private Label Procurement of C. R. V. Shop



20,000
SQ.M.



500+
Exhibitors



20,000+
Visitors

2

Fair Days

1

Supplier-Retailer Day

N

Road Shows

买家分享会

Buyers' Sharing Session

16:00 - 17:30 玫瑰厅3 Hall 3



Supplier-Retailer Day
Training Sessions



Supplier-Retailer Day
Featured Products Showcase



Supplier-Retailer Day
Buyer's Sharing Sessions



Supplier-Retailer Day
Welcome Dinner

High-quality Enterprises Gathered

Previous Exhibitors



Listed in no particular order

Invited Buyers



Listed in no particular order

January Bologna

September Guangzhou

- The only event dedicated to private label in Italy and the second most important in Europe
- Large trade show with a history of 20 successful editions and global resources
- 7 pavilions, 1,062 exhibitors, 20,095 professional buyers in 2024 event

- Mature private label industry chain
- A large consumer base, radiating into the Southeast Asia market
- Strong local resources from co-organisers in South China region



Standard Shell Scheme



Upgrade Shell Scheme



Premium Shell Scheme A



Premium Shell Scheme B

Booth Type	Exhibitors' Benefits (Supplier-Retailer Day)	Dimension SQ.M.	Unit Price (EURO per SQ.M.)
Raw Space	Entry for 2 persons 2 products for display Dinner invitation for 1 person	36 SQ.M. and above	195
Standard Shell Scheme	Entry for 1 person 1 product for display Dinner invitation for 1 person	9 SQ.M. and above	230
Upgrade Shell Scheme	Entry for 1 person 1 product for display Dinner invitation for 1 person	9 SQ.M. and above	250
Premium Shell Scheme	Entry for 2 persons 2 products for display Dinner invitation for 1 person	36 SQ.M. and above	280

Prices above do not include 6% VAT

