

**Moscow, March, 25 2013**

***Reed Exhibition announces launch of International Private Label Show (IPLS) to be held for the first time in Russia and CIS***



***First ever International Private Label Show in Russia and CIS is to be held on March 26-27, 2014 in the Crocus Expo exhibition center (Moscow). IPLS is to become a platform where private label customers, representatives of retail and wholesale stores and chains of different formats, will have an opportunity to meet producers of various food and non-food products.***

Russian private label segment is actively developing. In 2012 its growth rates accounted for some 20% (depending on the trade format) and in some regions made up to 50%. Yet, despite the rapid growth, the level of private label penetration in retail trade in Russia remains very low and amounts to only 4-5% of the total retail revenue in Russia.

Retail remains the most rapidly growing sector of Russian economy. Retailers see vast opportunities in private labels to contribute to their businesses and include private label programs in their long-term strategies. All top retailers constantly enlarge their private label portfolios in order to beat the competitors and win the customer. Yet, constantly increasing consumer demand often can't be satisfied by local producers and retailers tend to work with foreign manufacturers. WTO accession has eliminated considerable number of entry barriers and created new opportunities for foreign companies.

Producers penetrating Russian market also gain a foothold in other rapidly growing markets such as Belarus and Kazakhstan due to lack of custom borders between the members of the Customs Union. Russian population of 143 million with rapidly growing middle class provide unique opportunities for those who have already entered the market or are going to set up business here.

IPLS is to become the first Russian B2B platform where private labels producers from various sectors will gain a unique opportunity to meet their potential customers from big distribution and retail chains. It is obvious that rich assortment, variety of represented price segments and vast choice opportunities will give a new impulse to the private label development in Russia.

Both food and non-food products will be demonstrated at IPLS. Representatives of different retail formats will have a chance to see a wide assortment of goods from such sectors as home care, personal care, perfumery and cosmetics, medicines and health, home ware, auto chemical goods, textile, pet food and accessories, home appliances and electronics, office ware, fresh and frozen products, alcohol- and non-alcohol beverages.

An intense business program dedicated to the most urgent industry questions will be organized within the framework of a 2-day exhibition. The strategic partner of the program is Imperia Congress Exhibition Company— organizer of forums, conferences, conventions and congresses in various spheres of trade.

Buying Center of Private Label Chains will be organized at IPLS. This is a special project of Imperia Congress Exhibition company which has been successfully carried out for 12 years already. Participation in the project will provide manufacturers and suppliers of various products with an opportunity of direct offering their goods to the decision-makers from federal, regional and international chains.

Reed Exhibitions keeps up with the times and offers exhibitors IPLS business platform for making and maintaining contacts, strengthening their positions in the dynamically developing industry and diversifying activities in the highly competitive sector of the retail trade. Don't miss your opportunities!

***Reed Exhibitions is the world's leading event organizer. With a unique network of offices and international sales promoters, our market reach is extensive: in 2012 seven million participants attended our events. We have a growing portfolio of 500 events in 39 countries, including trade and consumer exhibitions, conferences and meetings, ranging across 44 industry sectors – from aerospace and aviation to beauty and cosmetics to sports and recreation.***

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