

# EUROPEAN MARKET EXPERIENCE

Coinciding with the PLMA 'World of Private Label' Trade Show in Amsterdam in May, this unique 3 day educational program will provide attendees with valuable insights into the European Private Label sector.

With a focus on the latest trends & innovative retailer strategies, participants will gain a deep understanding of how to navigate and succeed in this competitive market. Industry experts and thought leaders will share their knowledge and expertise, offering practical advice and solutions to help businesses differentiate and thrive in the world's leading Private Label marketplace.



## EDUCATION

Participants will spend 3 days with a world leading Private Label expert, who will share the keys to success in building your Private Label business in the European market.




**CONNECT.  
SOURCE.  
GROW.**

**28-29 MAY 2024**  
RAI AMSTERDAM CONVENTION CENTRE

## MARKET IMMERSION

Join us in expert guided store walks in three cities across three countries. An incredible opportunity to view & assess your categories in some of the world's leading retailers. Gain valuable insights into the competitive landscape, supporting you in identifying opportunities for your export business.



# ITINERARY

## Thursday 23rd May 2024

Arrive at Amsterdam hotel, dinner

## Friday 24th May 2024

- Amsterdam store tour hosted by Edgar Elzerman
- Wholesaler visit
- Lunch with Loe Limpens, Own Brand design expert
- Travel by private bus from Amsterdam to Antwerp, Belgium
- Overnight in Antwerp

## Saturday 25th May 2024

- Antwerp store tour with Edgar Elzerman
- Travel from Antwerp to Cologne, Germany
- Overnight in Cologne

## Sunday 26th May 2024

- Cologne store tour with Edgar Elzerman
- Travel from Cologne to Amsterdam
- Participants depart program



# INVESTMENT

- ✓ Exclusive market insight training by a global
- ✓ Private Brand expert
- ✓ Guided store walks in 3 countries
- ✓ Private bus transportation
- ✓ Meals included (breakfast, dinner)
- ✓ Incredible networking with industry experts & peers!

**PLMA Australia/New Zealand members**

**Non members**

**\$1,000\***

**\$3,995\***

Note: Members responsible for own hotel costs (approx. AUD \$900) \*Australian dollars

# YOUR HOST

**Edgar Elzerman - ECI (Elzerman Consulting International)**

- Edgar is an ex-retailer, having held senior positions with Ahold in The Netherlands, Europe and Asia, as well as VP Private Brands for Ahold in the USA.
- Edgar has been a partner with The Partnering Group (TPG), running Private Brand projects across the globe.
- For the last decade Edgar has run his own consultancy business, building a reputation as a world leading Private Brand expert. Edgar consults to retailers & suppliers globally on Private Brand development.

# INTERESTED?

**PLMA members:** To register your interest [click here](#)

**Non-members:** Contact CEO Bill Trainor for further information: [bill@plma.com.au](mailto:bill@plma.com.au)



**Places are strictly limited!**