

10 - 12 March 2011

PRIVATE
LABEL
İSTANBUL
[2011]
10th Year

10th International

Private Label Products
& Supermarket Brands Fair

New Products Market



FMCG
4th Fast Moving Consumer Goods Fair

CNREXPO İSTANBUL



INVITATION
For one person only.

Why Private Label and FMCG?

- Meeting point for all kinds of fast-moving consumer goods with the retail chains
- Country pavilions & collective participations of chambers of commerce and associations
- International sales and marketing network in 36 countries
- Great opportunity for exhibitors to meet with the visitors from Europe, Asia, the Middle East, Africa and USA.
- "Hosted Buyer Program" for VIP visitors,
- Opportunity to observe the innovative and new products of the exhibitors in +PLUS.
- Cooperation opportunities with most important Private Label and FMCG related trade magazines

Why Turkey?

- Turkey exports cosmetic and personal care/hygiene products over to 140 countries each year.
- A total of 1.372 cosmetic and personal care products companies with 14.000 employees in Turkey.
- Every year, Turkish market for cosmetics expands by 10%.
- Turkey exported 378 million dollars of cosmetic products & 11 billion dollars of food product in 2009.
- 40% of the all items sold in retail sector are fast-moving consumer goods.
- Remarkable increase in the number of discount stores, supermarkets and shopping centers in Turkey
- Investments of multinational chains like Carrefour, Tesco, Champion.
- Istanbul is the center for logistics, marketing and financial services for Eurasia region.

Contact

To exhibit:
Mr. Ertugrul ARIKAN
International Sales Executive
Ext: 2279
E-mail: ertugrul.arikan@cnr.net

To visit:
Ms. Ozlem MIDIK
International Visitor Promotion Executive
Ext: 2533
E-mail: ozlem.midik@cnr.net

www.privatelabelistanbul.com
www.fmcgexpo.com

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SİNE FUARCILIK A.Ş.



CNR EXPO Yeşilköy 34149 İstanbul-Turkey Tel: +90 212 465 74 74 Fax: +90 212 465 74 76-77
CNR Ankara: Zia Ürrahman Cad.17/4 Çankaya Ankara-Turkey Tel: +90 312 448 21 48 Fax: +90 312 448 15 07

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