

# cmpl EXPO CONNECT



A **DIGITAL EVENT**  
CONNECTING BUYERS  
WITH SELLERS FROM THE  
**FMCG PRIVATE LABEL &  
CONTRACT  
MANUFACTURING  
INDUSTRY**

[cmplexpo.com](http://cmplexpo.com)

**DATE 9-25  
FEBRUARY 2021**

**ONLINE  
PRE-SCHEDULED  
MEETINGS  
ONLY**



**FOOD & BEVERAGES**



**CLEANING, KITCHEN & HOME CARE**



**BEAUTY, COSMETICS, PERSONAL CARE & HYGIENE**



**HEALTH & WELLNESS**

**4 CATEGORY** FOCUSSED MEETS | **1 EXCLUSIVE** PLATFORM

**DATE 9-25 FEBRUARY 2021**

# THE EVENT



The current pandemic has given tremendous opportunities for retailer brands and private brand manufacturers to launch new products and expand existing lines in their FMCG portfolio. Competition is fierce for sure, but the scope to expand remains extraordinary.

With uncertainty of travel and physical meetings still in the minds of trade show visitors, the FMCG industry's only event for private label and own brand sourcing - **CMPL Expo** is filling this gap by launching "**CMPL Connect**" - a unique digital event featuring category specific events that will enable retailers and trade buyers to directly meet suppliers based on their product interest and will include pre-scheduled meetings only.

- The CMPL Connect event will consist of one/two days (depending on the category) to meet potential business partners during pre-matched and pre-scheduled B2B Meetings to bring together curated buyers and vetted suppliers from the FMCG own brand and private label industry. CMPL Connect will bring together retailers, brand owners and FMCG private brand manufacturers to help grow their private label business in every category of packaged foods and beverages; beauty, cosmetics and personal care; health and wellness; cleaning, kitchen and home care.
- Besides virtual meetings, attendees can learn and gain valuable knowledge from Industry Leaders featuring latest industry news and insights, product and category trends, research and more as part of the CMPL Connect Webinar Series
- There's no need to travel or meet in person. Get it all on your computer or laptop.



## EFFICIENCY

Meet only with the right potential business partners. Focus on what you do best: **Sourcing and Supplying.**



## TIME SAVING

1 Event, Category-focussed Days, Curated Meetings.



## CUSTOMISED APPROACH

**For Sellers** - We source a wide network of buyers from sales channels looking to expand their product category. Whether you want to reach top retailers, ecommerce specialists or mass-market leaders, this is the right platform!

**For Buyers** - We build authentic connections with vetted suppliers. We broaden your horizons so you can push your sourcing capacity to the next level. You'll only meet the suppliers you are looking for.

# SAME PLATFORM, WITH A DIFFERENCE: FROM PHYSICAL TO DIGITAL

# EVENT SCHEDULE

To make the week effective for buyers and suppliers, CMPL Connect will run a series of digital events based on the schedule below.

## B2B MEETINGS EVENT SCHEDULE

DATE (2021)	PRODUCT CATEGORY
FEBRUARY 9-10	FOOD & BEVERAGES
FEBRUARY 16-17	CLEANING, KITCHEN & HOME CARE
FEBRUARY 23-24	BEAUTY, COSMETICS, PERSONAL CARE & HYGIENE
FEBRUARY 25	HEALTH & WELLNESS

- > **Only pre-scheduled B2B Meetings:** Meet only those who are looking to develop your specific category.
- > **These real one-on-one meetings will last 15 minutes** (10 min presentation + 5 min Q&A) and will be held as a private online meeting.



**THIS MEANS NO TRAVEL COSTS, NO RISKS, BUT THE SAME RESULT.**



FEB 3 | 4PM TO 5PM

### PRIVATE LABEL DEVELOPMENT

How Retailers and FMCG companies can bring new products to the market faster

How can a Private Label transform to a Brand



FEB 9 | 10AM TO 11AM

### FOOD & BEVERAGES

Trends and opportunities for Retailers and Manufacturers in this category

High growth products boosted by current trends



FEB 12 | 10AM TO 11AM

### PACKAGING & BRAND DESIGN

How can a Private Brand compete with an FMCG Brand

**Packaging Design:** The importance of the 'first look' of the Private Brand.



FEB 16 | 10AM TO 11AM

### CLEANING, KITCHEN & HOME CARE

Trends and opportunities for Retailers, Brands and Manufacturers in this category



FEB 23 | 10AM TO 11AM

### BEAUTY, HYGIENE & PERSONAL CARE

Trends and opportunities for Retailers and Manufacturers in this category



FEB 25 | 10AM TO 11AM

### HEALTH, NUTRITION & WELLNESS

**Immunity Boosters & Nutritional Supplements:** Trends and opportunities witnessed in the COVID era

KNOWLEDGE SHARING INSIGHTFUL SESSIONS FROM INDUSTRY LEADERS AND MARKET RESEARCH AGENCIES TO **LEARN. COLLABORATE. BUILD.**

# BUYERS



Retail - Modern Trade and General Trade



Wholesalers, Distributors, Resellers, Exporters



Food Services and QSR's



Co-Packers



E-Commerce Retailers



Spa and Beauty Salons



FMCG Brand-owners



Specialised Retailers



HoReCa and Hospitality



Health and Pharmacies



Facility Management

# WHY JOIN US AS A BUYER?



Build authentic connections with vetted suppliers. You'll only meet the suppliers you are looking for.



Find innovative, relevant and reliable suppliers to develop a new product or expand an existing range from the comfort of your home or office.



Meet only with the right potential business partners. Focus on what you do best: **Sourcing.**



For Retailers, Wholesalers, Resellers & other trade buyers, it's a perfect opportunity to negotiate deals in a safe and comfortable business setting, with specific manufacturers of FMCG products.



For Brand-owners, it's an excellent opportunity to find suppliers to launch local production and to minimize transportation and manufacturing costs getting closer to the target market.

**TIME SAVING. EFFICIENT. SAFE ENVIRONMENT**

# BUYERS AT OUR EVENT

WHO CAN **PARTICIPATE?**

**MANUFACTURERS FROM THE  
FOLLOWING FMCG CATEGORIES CAN  
PARTICIPATE**

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**FEBRUARY 9-10**

# FOOD & BEVERAGES



- ✓ Frozen Food
- ✓ Dairy
- ✓ Chocolates & Candies
- ✓ Biscuits, Bread, Baked Goods & Cakes
- ✓ Dry Fruits, Nuts & Seeds
- ✓ Rice, Atta, Flour & Sooji
- ✓ Salt, Sugar & Jaggery
- ✓ Dals & Pulses
- ✓ Edible Oil & Ghee
- ✓ Organic Staples
- ✓ Masalas & Spices
- ✓ Organic, Nutritional & Health Food
- ✓ Snacks & Namkeen
- ✓ Noodles, Pasta & Vermicelli
- ✓ Breakfast & Cereals
- ✓ Spreads, Sauces & Ketchup
- ✓ Ready To Cook & Eat
- ✓ Pickles & Chutney
- ✓ Indian Mithai
- ✓ Tea
- ✓ Coffee
- ✓ Energy & Soft Drinks
- ✓ Health Drink & Supplement
- ✓ Fruit Juices & Syrups
- ✓ Mineral Water

**FEBRUARY 16-17**

# **CLEANING, KITCHEN & HOME CARE**



- ✓ All Purpose Cleaners & Disinfectant Sprays
- ✓ Disposables & Garbage Bags
- ✓ Kitchen Rolls & Tissues
- ✓ Mops, Brushes & Scrubs
- ✓ Fresheners & Repellents
- ✓ Car & Shoe Care
- ✓ Detergents & Washing Liquids
- ✓ Disinfectant Wipes, Handwash & Sanitizers
- ✓ Crockery & Cutlery
- ✓ Cookware & Non-Stick

**FEBRUARY 23-24**

# **BEAUTY, COSMETICS, PERSONAL CARE & HYGIENE**



- ✓ Makeup
- ✓ Skin care
- ✓ Hair care
- ✓ Ayurveda & Herbal
- ✓ Bath & Shower
- ✓ Body & Fragrances
- ✓ Feminine Hygiene
- ✓ Men's Grooming
- ✓ Adult Hygiene
- ✓ Sanitizers, Wipes & Tissues
- ✓ Dental & Oral care
- ✓ Baby & Mother care

**FEBRUARY 25**

# HEALTH & WELLNESS



- ✓ Health Supplements
- ✓ Multivitamins
- ✓ Minerals
- ✓ Omega Fatty Acids
- ✓ Antioxidants
- ✓ Weight Gain
- ✓ Weight Loss
- ✓ Lean, Bulk, Pre-workout, Post-workout
- ✓ Nutrition Bars
- ✓ Ayurveda & Herbal

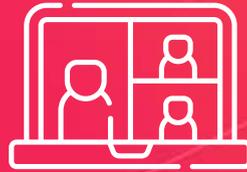
**nutrimed**<sup>®</sup>  
• Quality • Value • Result

# HOW CMPL CONNECT WORKS?



## PRE-EVENT

- ✓ Register for an Event based on your product category & create your profile visible to buyers, visible for 90 days post the event!
- ✓ Seller starts scheduling meetings once the Meeting Diary goes live (1 week before the event)



## EVENT DAY

- ✓ Meet the curated buyers thanks to our innovative matchmaking algorithm in a one-on-one online private meeting
- ✓ Seller gets 15 minutes per meeting to present, pre-scheduled and pre-matched online B2B Meetings.
- ✓ Get direct feedback regarding your meeting from the buyer.



## POST EVENT

- ✓ Individually follow-up with your potential business partners after the meetings.
- ✓ Quickly receive feedback and evaluation from buyers.
- ✓ Buyers can view potential suppliers for a duration of 90 days, even after the event.

**TARGETED. EFFICIENT. PRODUCTIVE**

OUR EXPERIENCE



ORGANISERS OF **INDIA'S ONLY CONTRACT  
MANUFACTURING AND PRIVATE LABEL  
SUPPLIER SOURCING EVENT**



**110+**

EXHIBITORS

**3500+**

TRADE VISITORS

**5000+**

PRODUCTS ON DISPLAY

[cmplexpo.com](http://cmplexpo.com)

# SOME OF OUR PARTICIPANTS

OUR EXPERIENCE



A UNIFIED PLATFORM CONNECTING ALL  
STAKEHOLDERS FROM THE **OWN BRAND AND  
PRIVATE LABEL INDUSTRY**

16000+

E-MAGAZINE SUBSCRIBERS

400+

SELLERS



LAUNCHING SHORTLY

 **COMMERCE**

THE INDUSTRY'S ONLY MARKETPLACE FOR **WHITE LABELS AND  
PRIVATE LABEL** PRODUCT SOURCING

woob.in



# CHECK OUT THE LOOK AND FEEL OF OUR PREVIOUS EVENTS



# CONFERENCE







# WANT TO KNOW MORE ABOUT CMPL CONNECT ?

CONTACT:

VICKY MENEZES 📞 +919833365374 ✉️ vicky@cmplexpo.com



**A DIGITAL HUB TO DEVELOP RETAILER AND OWN BRANDS**