

APLF

ASIA PRIVATE LABEL FAIR

MACAO 2026



“

Asia Private Label Fair (APLF), presented by AHSE Asian Joint Expo – Asia’s top platform for hospitality and retail, will be grandly held from November 18 to 20, 2026 at The Venetian Macao Cotai Expo. Held at the same venue and time as the AHSE Asia Hotel Supplies & Retail Expo, it will share resources and visitor flow, building Asia’s most influential one-stop sourcing and trade matching platform for private labels, supermarket retail and OEM/ODM.

We sincerely invite your company to join as a distinguished exhibitor in Macao to connect with high-value buyers including global supermarkets, chain retailers, cross-border e-commerce, livestreaming e-commerce, wholesalers and agents. Expand into the Asia-Pacific, Portuguese-speaking countries and global markets, and enhance your brand’s international influence!

”

Exhibition Overview

☰ Name:

Asia Private Label Fair (APLF)

📍 Co-located:

**Asia international
hotel supplies
and catering expo**

📍 Venue:

**Cotal Expo
The Venetian Macao**

Categories



Food & Beverage

snacks, prepared dishes,
ingredients, drinks, health
food



Daily Necessities

cleaning, personal care,
kitchenware, disposables



Beauty & Personal Care

skincare, cosmetics,
toiletries, maternity & baby
care



Home & Textiles

small appliances, bedding,
smart home, gifts



OEM/ODM

contract manufacturing,
custom production, supply
chain



New Retail

e-commerce, livestreaming,
logistics, warehousing

Why Exhibit in Macao?



Prime Location: Greater Bay Area + China-Portugal-Speaking Countries Platform, covering 300 million consumers

Macao is a core city of the Guangdong-Hong Kong-Macao Greater Bay Area. It connects Hong Kong, Zhuhai, Guangzhou and Shenzhen within 1 hour via the Hong Kong-Zhuhai-Macao Bridge, covering over 100 million local consumers.

As the official commercial cooperation platform between China and Portuguese-speaking countries, Macao links 8 countries including Portugal, Brazil, Angola and Mozambique (about 300 million people), making it the best gateway for Chinese products to Latin America, Africa and Europe.



Global Buyer Hub: Visa-free for 81 countries + Free Port

Macao offers visa-free entry for 81 countries. Buyers from Europe, the US, Southeast Asia, the Middle East and Portuguese-speaking countries can visit easily.

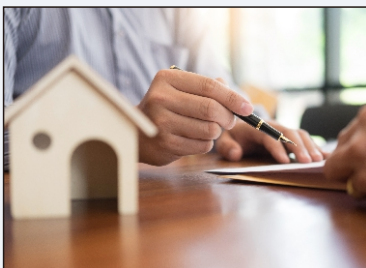
As a free port and separate customs territory, Macao provides zero tariffs, low taxes and free capital flow, bringing lower costs, easier transactions and flexible payment for global buyers.



High-End Consumption & Mass Traffic: Strong Purchasing Power & High Exposure

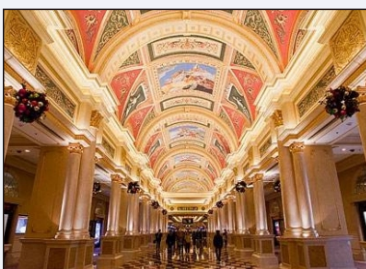
Macao receives over 40 million international visitors yearly with high per capita spending, making it an ideal market for high-end retail, boutiques and imported goods.

Local supermarkets, convenience stores, pharmacies and duty-free shops are densely distributed, with strong and stable demand for private labels, OEM products, health food and daily chemicals.



Strong Policy Support: Hengqin-Macao Cooperation + Exhibition Subsidies

The Hengqin-Macao In-Depth Cooperation Zone offers up to 12 million yuan in support for business, exhibitions and retail industries, benefiting both buyers and exhibitors.



Top Venues & Professional Services: World-Class Sourcing Experience

Macao has 240,000 m² of professional exhibition space and 46,000 luxury hotel rooms. Venues such as The Venetian, Galaxy and MGM are well-equipped and convenient.

One-stop international services including buyer invitation, business matching, translation and accommodation ensure high efficiency and precise connections.

Why Exhibit in Macao?

(Core Value)



✓ Match Global Buyers & Secure Large Orders

Invited buyers: Procurement directors from top retailers including Walmart, Carrefour, Aeon, 7-Eleven, FamilyMart, Lawson, CR Vanguard, Yonghui, Bubugao and CP Lotus.

Full channels: chain stores, convenience stores, boutiques, duty-free shops, cross-border e-commerce, livestreaming, group-buying, wholesalers and agents.

Guaranteed results: one-to-one matching, special sourcing meetings and private negotiations to sign contracts on site.

1

2

✓ Low-Cost Global Market Expansion

One-stop access: buyers from Portuguese-speaking countries, Southeast Asia, the Middle East, Europe and the US.

Brand upgrading: Exhibiting in Macao means international recognition, supporting "Exhibited in Macao"/"Recommended by Macao" labeling for higher pricing and wider acceptance.

Channel gateway: International brands test in Macao before entering the mainland; Chinese enterprises enter global markets with lower risk.



✓ Co-located with AHSE: Double Traffic & Resources

AHSE is Asia's top show for hotel supplies and retail, with 100,000+ visitors, 1,000+ exhibitors and 300+ media. APLF shares all resources.

Cross-industry buyers: hotel procurement, catering chains, cultural tourism retail. One booth connects multiple client groups.

3

4

✓ Subsidies & Low Costs: Highest ROI

Free port advantages: duty-free exhibition, no complicated customs clearance, low logistics cost.

Low tax: only 12% corporate profit tax in Macao, much lower than the mainland.



✓ Brand Upgrade + High Exposure + Premium Networking

Premium brand image: Exhibiting at Cotai Expo enhances reputation.

Mass exposure: 40 million+ visitors, 100,000+ buyers and 300+ media.

High-level networking: face-to-face communication with retail leaders, cross-border sellers and industry experts.

5

Exhibition Categories

FOOD



SHELF STABLE FOOD



BISCUITS



CONFECTIONERY



FRESH



BEVERAGES



PREPARED FOOD AND BAKERY



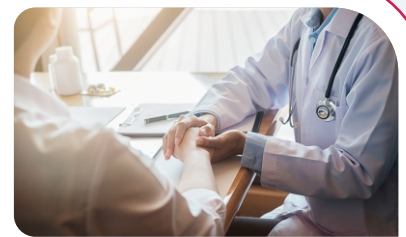
NON-FOOD



BEAUTY & PERSONAL CARE



PET PRODUCTS



OTC & HEALTHCARE



BABY AND MATERNAL PRODUCTS



HOUSEHOLD PRODUCTS



TRADE SUPPLIERS



BOOK YOUR PREMIUM BOOTH NOW!

Booth Fees



Standard Booth (9 m²):

25,800 RMB

(incl. fascia board, table, chairs, spotlights, socket)

Subsidies:

eligible enterprises can apply for Macao and Hengqin subsidies, up to 100% fee waiver.



Raw Space (min. 18 m²):

2,200 RMB/m²

(empty space, self-construction)

Order Guarantee:

qualified exhibitors get orders of at least 50% of the booth fee.

Limited booths available!

Secure your spot now to connect with global buyers, expand markets and boost your brand!

Contact Us



Tel:+853 6357 7217
Tel:+1-5187302222

exhibitor@ahsemacao.com
info@ahsemacao.com

