

12 000  
expected  
visitors

650  
exhibitors

# natexpo

The international trade show for  
organic products

Paris Nord Villepinte, Hall 7 - France

22-24 OCTOBER 2017

[www.natexpo.com](http://www.natexpo.com)

Accelerating Organic Trends



## SERVICES AND EQUIPMENT FOR RETAIL SECTOR

NEW SECTOR 2017



### AN EXHAUSTIVE RANGE OF EQUIPMENT, SERVICES, E-COMMERCE, LOGISTIC AND TRAINING FOR RETAIL

In 2015, specialist distribution witnessed impressive growth in business volumes, ranging from +16% to +25% according to brand. Mass retail has also become a key player in the sector by developing its organic product ranges and launching new specialist retail brands. Since the beginning of 2016, one organic shop has opened in France virtually every weekday (4 per week).



### MAJOR TRENDS

A great number of initiatives are emerging across Europe in organic product retail: online selling, m-commerce, loose goods, automatic vending, farm shops, packaging-free shops, snacks, etc.

Stores are also adapting their interiors to these changes in consumption patterns whilst maintaining their own DNA, thus developing a quite singular model insofar as being a place to spend quality time, an advice centre and a connected platform. Competition is also just around the corner, with Amazon Fresh due to be launched in the near future in France.



An exhibition village will  
host the most innovative  
start-ups in distribution  
and retail solutions.

### 1<sup>ST</sup> ORGANIC PRODUCT DISTRIBUTION FORUM

Natexpo is launching the 1st organic product distribution forum. With contributions from experts, organic retail chain or mass retail managers and representatives of new distribution concepts and start-ups, the event will map out the organic distribution of the future and take a close look at the business opportunities arising as a result.

## PRODUCTS AND SERVICES EXHIBITED IN THE SECTOR :

- Cash tills and sales point terminals
- Chilling appliances
- Click and collect equipment
- Communications agencies
- Consultancies
- CRM
- Data / processing
- Decoration / atmosphere
- Drive-in equipment
- E-commerce
- Electronic / contactless payment
- Furniture / Showcases
- Interactive display cabinets
- Interactive furniture
- Interactive terminals
- Interior design
- Kitchen equipment
- Labelling / coding
- Logistics
- M-commerce
- Mobile apps
- Shaping
- Shelving
- Social commerce
- Specialist retail equipment
- Store fittings
- Store signage
- Tactile screens / tables
- Training
- Vending equipment
- Weighing

## A TARGETED PROMOTION PLAN IN FRANCE AND ABROAD

- Invitations diffused to the main actors of the sector
- Online advertisements and editorial contents in major publications of the Ingredients and Raw materials sector
- E-mail campaigns dedicated to the sector
- Specific press release

## CONTACTS :

> FRANCE :  
Florence Roublot  
Tel. : +33 (0)6 11 23 45 89 / [froublot@spas-expo.com](mailto:froublot@spas-expo.com)

> INTERNATIONAL :  
Emily Gambaro  
Tel. : +33 (0)1 77 37 63 33 / [egambaro@spas-expo.com](mailto:egambaro@spas-expo.com)

To ask for your admission file : [www.natexpo.com](http://www.natexpo.com)

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Fédération  
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SPAS Organisation  
160 bis rue de Paris, CS 90001  
92645 Boulogne-Billancourt Cedex

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