

PRESS RELEASE

600 EXHIBITORS EXPECTED AT NATEXPO LYON: AN UNMISSABLE CHANCE TO LEARN ABOUT ALL THE ORGANIC TRENDS!

600 exhibitors, including a substantial international contingent, are expected at the next edition of NATEXPO, to be held on 23 and 24 September in Lyon. The trade show for organic professionals now takes place annually, to provide the keys to success in a booming economic sector.

The organic sector market is experiencing exceptional growth in France. Last year, it expanded by 17% to record sales of more than €8 billion¹. Research estimates that they could rise to €12 billion in two years' time². Other market sectors can only dream of such spectacular growth, with demand outstripping supply. This opportunity worth seizing upon by professionals who have saved the date for this autumn for the trade show that discovers new organic trends, to be held at the heart of the Auvergne-Rhône-Alpes region, a leading light in the development of organic produce.

For the thousands of visitors expected, this exhibition constitutes an exceptional opportunity, in a single venue, to get up-to-date on everything to do with organic products and services, from food to toiletries and from ingredients and cosmetics to health food and retail services.

Special features, theme zones and talks will also offer a chance to meet experts and discover the diversity of the players who contribute to the vitality of the organic sector day in and day out. NATEXPO thus offers two brand-new spaces: "Regional Focus", where regional organic goods will be highlighted, and "Retail Expert", which will allow the founders of organic stores to meet and discuss with retail experts.

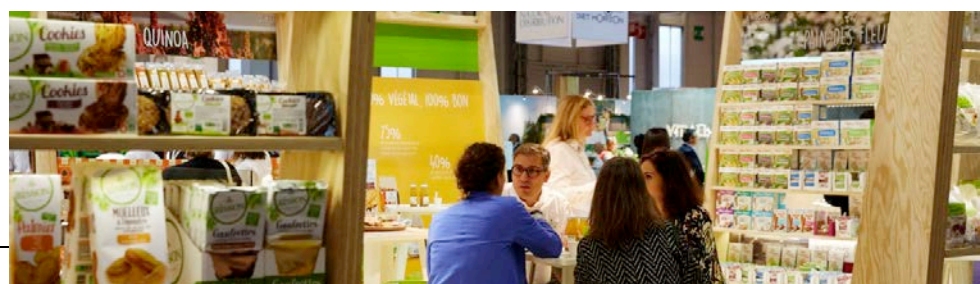
LYON 2018
natexpo
THE ORGANIC TRADE SHOW FOR ORGANIC PRODUCTS



23/24 september 2018 - EUREXPO

HIGHLIGHTING ORGANIC TRENDS

NATEXPO EUREXPO www.natexpo.com



¹ Source: Agence BIO

² Source: Xerfi Precepta

Already 500 exhibitors registered and many countries represented

NATEXPO brings together all the big names in the French organic sector, as well as new market entrants. But major organic firms from outside French borders are also high on the list. While the top five countries represented to date are Belgium, Germany, Italy, Great Britain, and the Netherlands, many others have also confirmed their attendance, among which Peru, Spain, South Korea, Lithuania, etc.

“Retail Expert”: a space dedicated to founders of organic stores

In partnership with Synadis Bio, NATEXPO offers its visitors who wish to open an organic point-of-sale an opportunity to benefit from information and advice on retailing to help them bring their project to fruition. In France, two new organic shops opened every day in 2017. Today, there are approximately 2,700 specialist organic stores in France.



“Regional Focus”, highlighting the dynamism of French regions

In Lyon, NATEXPO opens a space dedicated to professionals from different regions of France who work to promote organic goods every day. Inter-branch organisations, federations and regional clusters will present their projects and know-how to visitors during special meetings and talks.



NATEXPO: a must-attend show for 9 out of 10 visitors

Nine out of ten visitors think that NATEXPO is the unmissable exhibition in France for the organic sector, while 91% believe that the show is a good way of sourcing information and viewing market trends*. With its extensive programme of special features and talks, NATEXPO offers the advantage of bringing together all of the sectors dealing with organic products, from food to hygiene products or ingredients. It attracts the biggest names on the French and worldwide organic marketplace, in addition to drawing newcomers. In 2017, 89% of visitors found new suppliers and 89% discovered new products*. For them, this event is an exceptional opportunity to gain insight into all the new organic trends of today and tomorrow. Exhibitors meanwhile benefit from the event by promoting their activities and establishing new commercial ties. Eight out of ten visitors say that the exhibition is an ideal place to launch new products*.

(*Source: Visitor survey, Natexpo 2017)

Lyon: A brand new venue for NATEXPO

NATEXPO will hold its 2018 edition in Lyon, a major European city at the heart of a leading organic region. Both upstream and downstream segments are represented in the city, situated close to the largest organic production zones in France. Through the Eurexpo exhibition centre, Lyon also offers all the top-level infrastructure required for the organisation of an international trade show such as NATEXPO.



Full details on www.natexpo.com

NATEXBIO, the French Federation for the Organic Sector, a member of the IFOAM EU network, has among its members SYNADIS BIO, SYNADIET and SYNABIO, and relations with Cosmébio, FNAB, and France Vin Bio

A show by:
NATEXBIO
 www.natexbio.com

Organised by:
Spas
 Organisation
 www.spas-expo.com

SPAS ORGANISATION is the largest French organiser of trade shows and consumer events dedicated to organic products, wellness, art de vivre and sustainable development. SPAS Organisation organises 25 events dedicated to organic products, exhibitions in wellness and art de vivre, the Zen & Bio exhibition network and the digital marketplace sevellia.com

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