

NATEXPO 2018: A HUGE SUCCESS AND MASSIVE ATTENDANCE FOR ITS FIRST LYON EDITION

NATEXPO, the reference tradeshow for organic professionals, has just closed the curtain on its outstanding 2018 edition, ushering in the exhibition's new annual frequency format and held for the first time in Lyon. This double gamble paid off, with both exhibitors and visitors flocking to the show in numbers, transforming Lyon into the capital of the organic sector for the two days of the exhibition, on 23 and 24 September 2018. Ranging from long-standing leading industry brands to the most recent start-ups, **700 exhibitors** came to display their wares (including 250 new participants), 20% of them from outside France from 18 different countries headed by a top 5 of Belgium, Germany, Spain, Italy and the Netherlands.

9,600 professionals from the sector congregated at the show as soon as the doors opened on Sunday morning to discover all the latest developments in French and international organic products. This extensive audience included an 11% foreign contingent, hailing from more than 58 countries around the world, with Spain, Switzerland, Belgium, Italy and Germany topping the list. The quality of visitors was acknowledged by exhibitors.

A Lyon edition held under the banner of dynamism and conviviality

As a perfect reflection of the organic sector in France and worldwide, NATEXPO has become a truly major international event at which the organic trends of today and tomorrow are revealed and displayed. The exhibition covers all the areas on which organic products have a hold: food and drink, cosmetics and hygiene, health food and dietary supplements, ingredients and raw materials, household and personal services

and equipment, and services and equipment for retail. Enthusiasm for this essential meeting place for professionals in the sector was once again borne out with the first edition organised in Lyon. Held under the banner of dynamism and conviviality, NATEXPO 2018 was particularly fruitful in terms of exchanges and meetings between exhibitors and visitors. The array of features and talks organised throughout the two days of the show were highly popular with visitors who attended them in great numbers, and more than **800 business meetings** were organised at the show. For the first time, a reception was organised



following the NATEXPO Award ceremony, bringing exhibitors together to enjoy an evening of conviviality.

Here is a look back on the main highlights that punctuated this 2018 show.

- **2018 NATEXPO Awards:** created to pay tribute to the best organic innovations, the NATEXPO Awards this year were presented to products launched between 1 May 2017 and 1 May 2018. As an illustration of the sectors vitality, the judging panel examined nearly 150 entries. The judges made awards to 14 products in seven categories: Beverages, Dietary Supplements, Health Food, Grocery Products, Fresh Products, Cosmetics and Personal Hygiene, and Household and Personal Products and Services.



- **Regional Focus:** a forum at the heart of the show where interprofessional organisations, federations and regional bodies delivered talks open to all.
- **Retail Expert:** a space for speed meetings between distribution and retail experts and the future founders of organic stores in search of valuable advice.



- **Retail Forum:** NATEXPO is an event which aims to support market growth. Consequently, retail brands wishing to expand were offered a platform on which to present themselves to project developers.
- **Le Lab:** a venue for exhibition and pitches, the Lab was dedicated to start-ups who develop innovative initiatives in the area of zero waste, the circular economy and technological eco-innovations.
- **The New Product Gallery, reflecting innovation!** This strategic space located at the exhibition entrance enabled visitors to enjoy an exclusive preview of exhibitors' innovations, with more than 70 products displayed there.
- **Natexbio Forum:** 9 mini-talks were organised by Natexbio, the federation of organic processors and retailers, offering an update on the organic market and its potential.
- **Dietary Supplements Forum:** In association with SYNADIET, this area helped buyers and sellers in the sector to get up to speed on the latest industry developments.
- **Cosmetics innovations forum:** In association with Cosmébio®, the French trade association for eco-friendly and organic cosmetics, this space was entirely dedicated to beauty and wellness at the heart of the Cosmetics and Hygiene sector, bringing together all the special features relating to the cosmetics innovations of exhibitors.

NATEXBIO
 Fédération des transformateurs et distributeurs bio

synadiet
 Syndicat National des Compléments Alimentaires

COSME BIO
 Association Professionnelle
 de Cosmétique Écologique et Biologique

- **Organic Trends Forum:** Organised in association with BIOLINÉAIRES, a great number of subjects were addressed during talks and round tables, allowing visitors to take advantage of this exclusive forum for exchange with an array of experts.



- **Organic Ingredients Forum:** The leading challenges in the upstream segment of the organic sector were addressed with experts, producers and processors.



- **Retail brand talks:** Held in association with FEEF, a round table open to specialist retailers and wholesalers to discuss retail challenges.

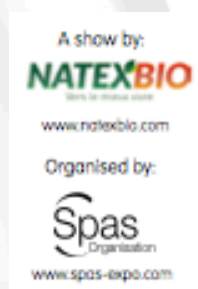


Natexpo 2019:

See you next time in Paris!

NATEXPO is now an annual trade show and will be held in Paris and Lyon in alternate years. The next edition of the exhibition will therefore take place in Paris on **20, 21 and 22 October 2019** at the Paris Nord Villepinte exhibition centre. NATEXPO will be back in Lyon in 2020.

This new arrangement caters to increasing market demand and continues to support market players in developing their business by showcasing all the keys to success in a single location, whilst also reinforcing the representation of the various organic regions in France.



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

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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