

## **NATEXPO 2019 SHOW REPORT: A RECORD EDITION FOR THE EXHIBITION OF THE LATEST ORGANIC TRENDS IN PARIS!**

Over the space of three days - 20, 21 & 22 October - NATEXPO 2019 attracted a visitor audience to Paris Nord Villepinte of nearly 17,600 people from 80 countries around the world, providing confirmation of the growth of its international reach and its role as an essential leader in the sector. This edition posted record attendance, up 19% on the previous Paris edition in 2017. From the leading names in the French and worldwide organic sector to newcomers and project developers, the entire organic sector was represented at the show with 1,115 exhibitors, spanning a surface area of 35,500 sqm. As a faithful reflection of the diversity and exceptional dynamism of the organic market, NATEXPO succeeded in providing professionals with a valuable all-encompassing vision of the organic product offering, spanning food, hygiene products, ingredients and more.



*Photo: Nicolas Rodet*

The numerous events organised at the show met with huge success and enabled buyers and decision-makers to get up-to-date on the latest trends of the time to seize new opportunities and build new partnerships: more than 1,200 business meetings took place at the show, representing a third more than in 2017.

NATEXPO offered the chance to discover all the newest organic trends such as "Green giant", the "subzero" the "healthionism", etc., decoded for NATEXPO by "TrendSourcing", an expert in green, clean and sustainable lifestyles. As a translation of these innovations, "Le Lab", devoted to the latest initiatives in ecology and eco-awareness, also attracted a great number of professionals.

Around 40 innovative firms presented their new solutions addressing the notions of the circular economy, anti-waste, eco-design or innovative services for ethical retail. Among them, Clever Beauty made an impression, winning the plaudits of the judging panel with its stopper system which collects all the nail varnish in the bottom of a bottle: a zero-waste innovation for natural and responsible cosmetics.

Many other highlights also featured at the show, among them the presentation of the NATEXPO Awards, paying tribute to 14 innovations in seven separate categories corresponding to the product offering of the show:

- Fresh products
- Grocery products
- Beverages
- Health food
- Dietary supplements
- Cosmetics and Personal Hygiene
- Household and Personal Products and Services



## Around the Organic World in Three Days

From ingredients entering into the composition of organic products to their sale on shop shelves, all the subjects relating to the organic sector were addressed in the very many features held during the three days of NATEXPO.

The sector's leading experts came to offer their contributions on topical subjects: economic and statistical data on the organic market, consumer trends, innovations, regulations, regional initiatives, latest news in organic ingredients, etc. Professionals also received tailored advice in the area of import/export or in the launch of organic stores. They also had the opportunity to watch a series of cookery demonstrations.

The features and highlights at NATEXPO were organised in partnership with legitimate experts in the organic field, among which: NATEXBIO, BioLinéaires, Cosmébio, Synadiet, Synadis Bio, regional clusters, IngréBio, Agence Bio and Fédération des Entreprises et Entrepreneurs de France (FEEF).



*Photo: Nicolas Rodet*

## A powerful international vocation

Boasting contingents from around 30 countries, and with 45% more international exhibitors from all over the world covering 25% of the exhibition surface area: NATEXPO was definitively an international show. The exhibition offered visitors an extensive overview of organic products from around the world and a glimpse of new sales channels abroad. In addition, the new "Import/Export Office" located at the centre of the show gave them the opportunity to source tips and advice from experts on the levers to activate to develop exchange with international markets: regulations, packaging, certification, expectations of targeted markets, etc.

### **Make a date for 21 and 22 September 2020 in Lyon!**

Now an annual show, NATEXPO invites organic professionals to come back for its Autumn 2020 show in Lyon. On 21 and 22 September, the exhibition will take place at the heart of a leading organic region, on the doorstep of the most prolific organic production grounds in France. The exhibition will then come back to Paris in 2021, from 24 to 26 October.

<p>A show by</p> <p><b>NATEXBIO</b> Fédération des transformateurs et distributeurs bio</p> <p><a href="http://www.natexbio.com">www.natexbio.com</a></p> <p>Organized by</p> <p><b>Spas</b> Organisation</p> <p><a href="http://www.spas-expo.com">www.spas-expo.com</a></p>	<p>More info about <b>NATEXPO</b> on <a href="http://www.natexpo.com">www.natexpo.com</a></p> <p>Facebook (Natexpo) Twitter (@Natexpo) #Natexpo2019</p>
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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 30 events: events dedicated to organic and natural products, exhibitions in wellness and art de vivre, the Zen & Bio exhibition network around France and the digital marketplace [sevellia.com](http://sevellia.com)

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