

Press release
June 2020

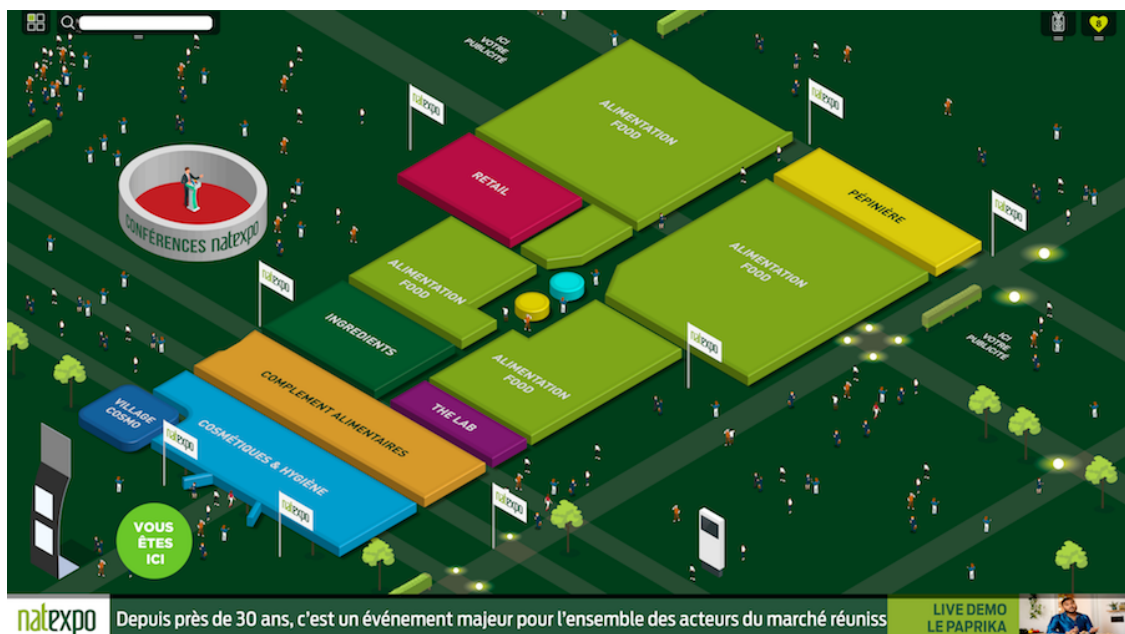
NATEXPO launches NATEXPO DIGITAL, the virtual event in addition to the physical event

The Federation NATEXBIO, owner of the trade show NATEXPO and SPAS Organisation, the organiser of NATEXPO, the international exhibition for organic products, today announced the creation of **NATEXPO DIGITAL**.

SPAS Organisation has teamed up with J2C Communication, the leader in digital solutions for event organisers, to create a digital version of NATEXPO's 2020 edition, in addition to the physical event.

As an international meeting, NATEXPO has a duty to be accessible to professionals from all over the world in all circumstances. NATEXPO DIGITAL has thus been designed to cater to the needs of the most distant international visitors, so as to provide them with a new platform for exchange and interaction with exhibitors.

"Current events have obliged us to reinvent ourselves, protect ourselves and redesign our business models. We will transform the obligations of protection and distance into opportunities for new forms of proximity, growth and creation," emphasised Patricia Berthomier-Massip, President of SPAS Organisation.





In parallel to the physical trade show which will be held on 21 and 22 September, NATEXPO DIGITAL will be accessible to visitors starting on Monday 21 September and running until Friday 25 September in order to prolong the experience!

For exhibitors, it is a unique opportunity to extend the showcasing of their ranges to visitors further afield. Just like at the event venue, Eurexpo Lyon, exhibitors will have a digital space to present their products, meet visitors and make their physical presence pay off through the generation of additional contacts. The proposition is therefore substantially enhanced, with its two formats: physical and digital.

This digital event will use the Be Present platform developed by J2C Communication, the result of a development process that J2C Communication initiated in January this year, and which will be available in June.

The aim of Be Present is to innovate in the field of exhibition organisation and contribute a digital aspect to physical events.

Be Present is a Cloud solution for the creation and hosting of digital trade shows, and offers a highly sophisticated user experience (UX).



The project also draws on the expertise developed by SPAS Organisation in recent years in terms of digital tools provided to professionals in the sector.

This unprecedented and innovative partnership between SPAS Organisation and J2C Communication will be a major asset for NATEXPO and will guarantee exhibitors perfect visibility towards their targets.

This new way of working and communicating will be the foundation of this digital innovation, which promises to establish itself as a new format in addition to the physical exhibition.

**Make a date at Eurexpo Lyon on 21 and 22 September
and online from 21 to 25 September 2020**

More information on www.natexpo.com

Spas Organisation is the largest French organiser of trade shows and consumer events dedicated to organic and natural products, art de vivre and sustainable development. SPAS Organisation organises 30 events in total: organic goods trade shows and consumer events in Paris and other French cities, exhibitions dedicated to wellness and art de vivre, and trend forums.

In 2016, SPAS Organisation launched a marketplace for organic and natural products, sevellia.com, enabling its exhibitors to sell directly online (500 traders, 27,000 products).

J2C Communication has been the leader in digital solutions for exhibition and event organisers for more than 20 years (SPAS, Comexposium, Reed expo, Sogena, Siae,...) and works for the largest events (Batimat, EquipHotel, EquipAuto, Euronaval, Jec World, Milipol, Natexpo, Paris Retail Week, Le Bourget Air Show, SIAL, Wine Paris, ...).

Its team of 30 people has successfully reinvented itself and today offers Be Present solutions at the leading edge of digital technology, with an original business model for exhibitions and organisation assistance solutions for congresses and conferences.

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, France Vin Bio and FORÉBIO. NATEXBIO has entrusted SPAS Organisation with the organisation of the trade show NATEXPO since 2013.

A show by

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