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## Foreword.

The beginning of 2020 sounded like a warning and repositioned our values at the heart of our concerns. This unprecedented period made us reconsider our priorities and, for many, was an opportunity to go back to basics. Consumers are now looking to put even more meaning into their purchases and are turning towards more sustainable, more frugal, and sometimes even radical consumption.

This crisis has been a catalyst for weak signals and trends that have already been observed in recent years. An appetite is growing for local consumption and direct selling channels, the mere organic label is no longer enough to guarantee a sale, and the product's life cycle must be rethought to guarantee the lowest possible environmental impact.

**Natexpo will be the first trade gathering for organic professionals after the summer. It will be a key reunion that will aim to decipher the new challenges to which producers and manufacturers must respond.**

Nearly 700 French and international exhibitors will be in attendance, encompassing the entire organic range: food, cosmetics and hygiene, dietary supplements, ingredients and raw materials, personal and household products and services, services and equipment for retail and brands.

Around a hundred talks will deal with the latest events in the organic sector: the world after Covid-19, new consumer trends, issues for retail, innovation at the heart of tomorrow's companies, etc.

This year, more than ever before,  
Natexpo is an essential meeting.

We look forward to seeing you  
on 21 22 September 2020 at Eurexpo Lyon.

The Natexpo team.

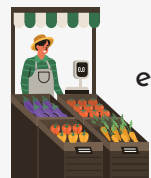
## Key figures.



**2 days**  
of 100% organic business

**10 000**  
Professional visitors

**20 000 m<sup>2</sup>**  
Exhibition space



**680**  
exhibitors



**16** Natexpo Awards

**12** Regional pavilion

**15** Exhibiting countries



**Naturality, bulk, zero waste:**

**the latest trends in the organic cosmetics market will be at Natexpo**

A majority of innovations in the beauty product sector are connected with naturality. In cosmetics as in other markets, consumers expect to find products that take greater care of the environment and their health. As a true reflection of this spectacular growth, the Cosmetics and Hygiene Products sector will be widely represented at Natexpo. Among the new solutions on offer, bulk, or loose selling reduces packaging and offers a new eco-friendly purchasing experience. Initiatives are developing fast: firms today offer innovative dispensing solutions for liquid cosmetics, as illustrated by **Cozie**, the winner of the 2019 Natexbio Challenge. To eliminate waste altogether, **La Savonnerie du Midi** will present its famous packaging-free Marseille soap.

This year, the accent is on zero waste. Cosmetic packaging is being redesigned, such as with the nail varnish by **Clever Beauty** whose bottles are designed to finish all the product with a simple click.

In association with **Cosmebio**, the Cosmetics Innovations Village will offer a series of talks dedicated to organic beauty and natural well-being.



**Incubator: the innovative small businesses in the organic sector**

The field of organic products is a constant source of innovation, and **the Incubator** is a perfect illustration of this. Dedicated to small businesses in the organic sector, this area shines a light on the developers of exciting projects, small companies that can take advantage of this prime exhibition time to present their products. Many first-time participants will unveil their original concepts, such as **Cosmos Energy** and its energy drink with guarana, maté and coffee extract. Eager to rediscover the natural virtues of the green coffee bean, **Kafé Naka** from Lyon has innovated by developing Mix Naka, a roasted grand cru coffee using a new natural manufacturing technique.

Breakfast is in the limelight this year, with the range of granola, porridge and muesli from Lyon by **Nūmorning**. Also near Lyon, **La main dans le bol** prepares its freshly roasted granola recipes every day. Regional roots are also close to the heart of the Gers-based company **Variette**, which offers a modern twist on traditional fruit and vegetables in the form of fine preserves. From the Camargue, **Le Riz du Roure** has been producing rice for three generations: a local and organic product.



**In 2020, Natexpo is the imperative international meeting for the organic sector in France**

During these quite exceptional times, Natexpo is this year, perhaps more than ever before, an unmissable event for French and international professionals working in the organic sector.

This can be illustrated in the participation of new foreign exhibitors from Italy, Belgium, Germany, Bulgaria, Denmark, Spain and the Netherlands! They count on the contacts that they will make at Natexpo to deploy their export strategy. Such is the case for **Organic Denmark**, the largest representative of the organic market in Denmark, for the Italian buckwheat specialist **Molino Filippini**, the fresh pasta manufacturer from Germany **D'Angelo** and the Bulgarian dental hygiene brand **Nordics**.

## Zero waste, the revolution underway

### at Natexpo



The announcement rang out as the best news of the year, sounding the future end of an era: in spring this year, Europe ratified the ban on single-use plastics by 2021, giving increased visibility to a sector passionately committed to building a sustainable world. All of our daily actions have been changed as a result, and what used to be the crusade of a few is now everyone's business. Struck late by the discovery of the famous «6th continent» and conscious of the urgency of a change of habits, 66% of French people say they have already bought loose goods, according to a YouGov survey for the HuffPost, and 88% of them would enthusiastically welcome the return of deposit-return in supermarkets. In addition to the key arguments of protecting our environment, promoting short selling channels and eco-responsibility, the notion of social ties that result therefrom also emerges.

In response to these new expectations and in a rapidly growing market - €850 million in sales each year for loose goods alone, compared to barely €100 million in 2013 - a whole ultra-virtuous sector is forming, developing new solutions every day in a range of sectors. **Applymag-eco** supplies local shops with loose goods containers. **Qualivrac**, offers liquid dispensing in the form of a unit fitted with beech wood drawers made in the north of France. **Boho Green** displays its commitment by offering cosmetics made from ingredients from renewable resources, sold without blister or unnecessary packaging.

## An unparalleled springboard for young organic brands

With its feature areas such as **the Incubator** or **the Cosmetics Innovations Village**, Natexpo is a powerful springboard for small companies. With budgets tight due to their tender age, these firms benefit from exceptional visibility at low cost thanks to these spaces, and thereby get the chance to build their first commercial ties. It is also a way for them to discover the innovations on the market and share experience with other brands.

Once they are fully fledged, these companies often return to the show on other, larger stand formats which reflect their brand identity and allow them to create their own layout. Year after year they continue to develop their partnerships thanks to the visits of increasing numbers of distributors and suppliers to Natexpo.

**Omum**, a young cosmetics brand for mothers to be, exhibited for the first time in the Incubator in 2013 with its first four products. "A great opportunity for firms taking their first steps in sales," explains the founder. The company today has 15 products, and, seven years later, is returning on a much larger stand.

This upward trend is confirmed by **Too Fruit**, the organic cosmetics brand for children which began with a stand on the Natexpo Incubator in 2018 and, thanks to its growth, came back in 2019 in Paris on a larger stand. "Exhibiting in the Incubator is a way of guaranteeing the visit of many key accounts who come to discover new products. We will be showing again at Natexpo in 2020 and we are confidently looking forward to it!" announces the founder.





## Le Lab, revealing the latest ecological innovations

An exhibition and pitch area dedicated to young companies that excel in the circular economy and technological eco-innovation, **Le Lab** is back at Natexpo for the third successive year.

In response to a multitude of environmental challenges, entrepreneurs are developing ingenious solutions to reduce their carbon footprint and promote responsible consumption and corporate behaviour.

No more waste, the time is ripe for recycling, reuse and zero waste whenever possible. **Uzaje** is a big advocate of this: it has developed an entire system for reusing glass or stainless steel containers. Le **Green Griot** recycles textiles that are rejected after technical performance compliance tests to make them into tablecloths, tote bags or clutch bags. **Zéro-Gâchis** meanwhile strives to reduce food waste by helping supermarkets manage their unsold goods.

Start-ups are becoming ever more inventive in a move to get rid of plastic. Whether it be chewable toothpaste by **Paos**, bamboos straws by **Panda Paille**, beech wood toothbrushes by **J'aime mes dents** or washable cotton buds by **Last Object**, all offer ingenious alternatives to throwaway plastic. This is also the battle of **Carbiolice**, which develops plant-based, biodegradable and compostable plastic solutions. The detergent and cleaning product world is also leading its revolution: **Pimpant** allows customers to make their own eco-friendly detergent, **Les Petits Bidons** offers a 100% clean formula in bottles made from recycled plastics, and **Mutylene** offers a range of eco-responsible and ethical cleaning products.



## Dietary supplements: an attractive market

The markets for dietary supplements and health food products continues to expand. In 2018, in France, the sales of dietary supplements increased by 1.3% to approach the 2 billion euro mark. The traditional sales channel of pharmacies accounts for half of sales, well ahead of the other distribution channels (direct and online sales 18%, organic and health food stores 15%, supermarkets 11%).

In search of well-being and concerned about their health, consumers feel convinced by these products that complement a healthy lifestyle: almost one in two French people have already consumed dietary supplements. Around a hundred exhibitors of dietary supplements will have the opportunity to present their new products, particularly in the three most popular sectors: stress/sleep, digestion/transit and joint health.

The holder of the first French patent on dietary supplements for its Oceanic Serum, **Laboratoire Biothalassol** uses the incredible treasures of the sea to offer targeted dietary supplements. A new product from **LT Labo** presented at the Natexpo Awards, Dormaline Bio is a dietary supplement providing tryptophan, a precursor of melatonin, an essential hormone in the regulation of sleep cycles. **Laboratoires Super Diet** this year offer the first "seasonal organic juice", pure Gournay radish juice, without any colourings or preservatives. In addition to the benefits in terms of transit, the juice also provides natural antioxidants.



## The Ingredients and Raw Materials sector: at the centre of organic

**Bringing together around 40 companies**, Natexpo's Ingredients and Raw Materials sector will be an opportunity for the producers of organic cosmetics or food to meet their future suppliers of organic ingredients. While lockdown led to an exponential rise in the sales of organic products, suppliers of organic ingredients experienced mixed fortunes during the public health crisis. More than ever, manufacturers are in search of quality organic ingredients from sustainable sources, meeting market expectations and capable of fuelling innovation in the sector.

In order to help stakeholders in the upstream part of the organic sector overcome these challenges, the **4th Organic Ingredients Forum** will be held at the centre of the Ingredients and Raw Materials sector, with the collaboration of the exhibition partner **Ingrebio**. Experts, producers and processors will discuss the strategic challenges of this key sector: sourcing of raw materials, sustainability of local and international supply chains, quality, progress in terms of processing and formulation, fair trade, legislation, blockchain technology, etc.

# Trends.

## Everything (or nearly everything)

### must change

Put the enjoyment of being, rather than the enjoyment of having, back at the heart of our lives.

This unique period in history has made us question our priorities. Where do we find happiness, joy and fulfilment? In being alive, in good health, in seeing our loved ones? Through being at one with nature? In consuming like there's no tomorrow?

They can all co-exist, but perhaps at different levels.

**We can make more meaningful purchases, commit to a "militant", more "sustainable", more modest and more authentic type of consumption.**

**Refocus consumption, concentrate on the living world**

This "crisis" is an accelerator, a catalyst for movements already begun and established.

Some consumers are saying "it's time to make better purchases" and are making the transition to organic, healthy and clean choices. They are making the choice to consume more authentically, to take up a genuine position.

Being a responsible brand is also being transparent, sincere, stating one's commitments, sticking to them and demonstrating them. Tomorrow, everything will be scrutinised, from sustainable extraction to packaging.

Being consistent is essential to rally a community and make it grow around the same causes. Large brands and small producers alike also need support, our support, your support, in this new network that is taking shape.

**Some examples of Natexpo exhibitors' brands and products are already illustrating this new world.**



## Macro-Trend No. 1.

### For the love of the land: Artisanal and regional authenticity

The mania for handicrafts and local goods is an underlying trend that will gain in importance post-Covid-19. Buying local is an act of reassurance, solidarity and liberation in a globalised system that puts pressure on producers and suffocates air space.

Faced with industrialisation, artisanal, authentic and ancestral manufacturing processes are rediscovering their worth, in the manufacture of traditional products like soap, as well as innovative products like natural cool bags.

This new era is showing a love for our planet and animals.

Crop growing is no longer just national in scope, but also regional. Initiatives are taking shape to develop and promote exotic French ingredients, such as goji berries or soybeans. Ancient and rare species are also being rediscovered, such as cynara, or non-hybridised species such as traditional Green Zebra tomatoes.

### Proof in products

#### Food

- 1 **Jam** made from 100% French strawberries, grown using the permaculture method in the Lot et Garonne department, made traditionally without pectin by Bioloklock - Booth G137
- 2 **Cumin and chickpea crackers** made in an artisanal workshop in Southern Burgundy by Croquelicot - Booth J140
- 3 **Non-hybrid heirloom** Green Zebra tomato chutney by Variette - Booth K141
- 4 **Leamo Ginger Beer**, made in France and combining a traditional recipe with health and well-being elements, by Alterfood - Booth I129
- 5 **Poulehouse eggs**, which propose a new way of producing eggs where the hens are not slaughtered. The brand thus promises to feed, house and care for them throughout their life until they die a natural death. In September 2019, its first eggs from in-ovo sexing were produced, to avoid the culling of male chicks in hatcheries. - Booth K84

#### Dietary supplements

**Jus Bio de Saison n°1: 100% Pure Violet de Gournay Radish Juice**, with traditional cold extraction and limited quantities (one production per year: 2019 vintage), by Laboratoires Super Diet - Booth K41

#### Cosmetics and hygiene

- 6 **Washing-up soap** based on the traditional recipe of real Savon de Marseille, cooked in a vat according to a recipe that has remained unchanged since the Middle Ages, by Savonnerie du Midi- Booth I18
- 7 **Restorative Face Renewal Cream** with cynara produced in a short supply chain, by Château des Plantes - Booth J30

#### Household products

- 8 **Marguerite**, by Le Mouton Givré: "Manufacturer of new-generation cool bags, made in France with natural materials. Located in the Lot, our mission is to promote the use of French wool and reuse hemp in textiles". - Booth J50

## Macro-Trend No. 2

### For a zero waste circular economy: the packaging, process & product revolution

## Trend No. 1.

### Zero waste as a society ideal

With plastic waste accumulating to the point of forming one or several new continents on the planet – around 170 million tonnes of plastic in our oceans in 2020, – we are quickly and acutely becoming aware of the need to stop, clean up, innovate and reinvent our habits, and this concerns both brands and individuals.

Packaging and products are reinventing their aesthetic codes, such as nappies that are no longer bleached. Recycled plastic will be grey (or it won't exist). Bioplastic based on sugar cane or sugar beet is arriving in force, with increasingly rapid biodegradability performances. In a 'cradle-to-cradle' logic\*, the promise of a pack that can be (industrially) composted is increasingly displayed on packaging.

Product waste is now unacceptable. Thus, zero-waste packs now make it possible to finish 100% of the product, and everyone is turning to home composting (even in Paris, where it is being tested in three arrondissements).

\*In addition to organic, brands are now committed throughout the entire product life cycle – from sourcing to packaging – to ensure minimum ecological impact.

### Proof in products

#### Food

- 1 **Salt and Pepper Mix** (dried fruits) in a fully compostable bag, by JusteBio (Un Air d'Ici) - Booth L91
- 2 **Ethiopie eco-responsible coffee capsules**, Nespresso-compatible and made from biodegradable and industrially compostable wood fibre, by Destination - Booth H120
- 3 Sunny, circular innovation **crackers and biscuits** by Heisenberg Booth H102

#### Cosmetics and hygiene

- 4 Universal **dog shampoo** with 100% recyclable cane sugar packaging, by Beaphar - Booth L14
- 5 **Eco-friendly nappies** with the most natural composition on the market, in unbleached cellulose and absorbent microbeads of natural origin, 100% compostable, by Change Now ! - Booth K29
- 6 **The Pimpant washing-up kit**, a failproof liquid solution that takes just two minutes to make. It contains no palm oil, reduces the carbon footprint linked to transport by a factor of three and the quantity of plastic used by seven compared to an eco-friendly washing-up liquid in a bottle. - Booth I57
- 7 **La Culotte Menstruelle** (period pants), waterproof, quick-drying, anti-odour, comfortable, sustainable and zero-waste period underwear, by Achel Lemahieu - Booth L29

## Trend No. 2.

### The bulk wave, the refill habit

The other rising zero-waste option is to reuse, refill or even remove the container completely, to keep what matters: the content!

The refill logic even includes objects, to preserve the sustainable parts and change only the parts that wear out. Such as toothbrushes with replaceable heads, which bring about a 90% reduction in plastic use.

Bulk purchasing is completely shaking up our relationship with the object and the way we shop.

Everyone seems prepared to change their shopping habits: 91% of people would be interested in a practical container-refill service.

There are technical innovations to support the "bulk" wave and in particular to make it possible to distribute all liquids: shampoo, fresh milk, and even sandwich spread.

Even the largest supermarket brands are now surfing the wave: Biocoop with its specific bulk store (ADN in Nation, Paris)

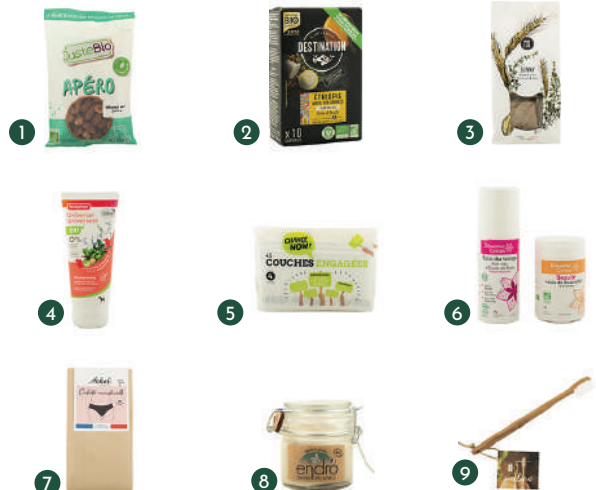
### Proof in products

#### Cosmétiques et hygiène

- 8 **Natural Toothpaste** - Frosted Mint in a reusable, recyclable and returnable glass jar, by Endro - Booth E13
- 9 La Maline, **wooden toothbrush with interchangeable heads**, by Althode-J'aime Mes Dents - Booth J51

#### Services and equipment for shops and brands

- **«La Consigne Pour les Pros** », complete solution for bulk sales, by Le Temps des Oliviers - Booth O110
- **Gravity**, solution for the bulk distribution of all everyday liquids, by Jean Bouteille - Booth D118
- **Spicoj**, system for selling spices in bulk while reducing waste, by Bulk and Co - Booth D118
- **Vr'Acteur**, innovative, low-tech solution with low carbon footprint, for the in-store bulk distribution of all liquid products, by Qualivrac Booth G101
- **Zero Waste Dispenser**, bulk food dispensers made of 100% stainless steel and glass, 100% recyclable and zero waste, by Zero Waste & Co - Booth C120



## Trend No. 3.

### Solid hygiene

Water-free cosmetics are inspiring every cosmetics category: treatments in stick format, solid perfume and even hair conditioner in a solid cube.

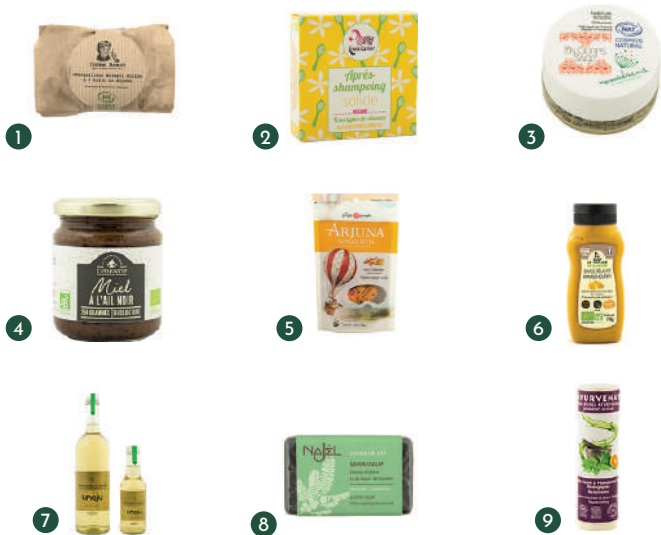
So what's so good about a water-free formulation? It is guaranteed preservative-free, as it's the water in cosmetics that leads to bacterial proliferation.

This new generation of cosmetics goes further still, by backing the promise of a zero-waste bathroom - this is when the container can be substituted, eliminated or made lighter due to a solid content. It's far more practical for travelling light and also means that you don't have to worry about the volume of bottles!

#### Proof in products

##### Cosmetics and hygiene

- 1 **Jjoba Oil Solid Make-up Remover**, by Comme Avant (SI-Créative) Booth M20
- 2 **Conditioner bar**, by Lamazuna - Booth H38
- 3 En Corps Sage, **solid perfume**, alcohol-free and non-photo-sensitising, by Nomadsens - Booth E11bis



## Macro-Trend No. 3.

For sustainable, radiant and happy consumption!

## Trend No. 1.

Art de vivre with healthy,

attractive products and ancestral ingredients

The quest for good health is now combined with a natural, dynamic and aesthetic diet, which aims to reinvent our habits while satisfying our taste buds and our needs.

Recipes are becoming treasures of reinvention (vegan, gluten-free, raw, etc.) and dishes real works of art. To achieve this, chefs and brands draw on ancestral pharmacopoeia, star or new ingredients, traditional recipes, etc. to mix, season and thus make new, healthier and always surprising recipes.

The aim is to have dishes, drinks and even cosmetics that are increasingly powerful, in every sense of the word.

#### Proof in products

##### Food

- 4 **Black garlic honey** from the south-west of France, an excellent terroir for garlic, by L'Etuverie - Sud de France pavilion
- 5 **Arjuna Ginger Bites** with Turmeric, an organic sweet made of fresh turmeric, ground ginger and coconut sugar, by The Ginger People - Booth L92
- 6 Delicate **Mango-Curry sauce** with 77% fruits and 0% additives, by Le Coq Noir - Booth K88
- 7 Unaju, **sparkling mandarin & orange drink** with low glycaemic index - Booth F70

##### Cosmetics and hygiene

- 8 Najel, **Aleppo soap** with organic charcoal, made from olive oil and bay laurel oil, by Laboratoire Najjar - Booth I21
- 9 **Lip treatment**, ayurvedic stick with sacred basil and green mandarin, by Le Secret Naturel - Booth K15

## Trend No. 2.

### The art of fermentation & infusion

Fermenting food is trendy and extremely healthy: it multiplies the properties and potential of any fermented ingredient, in addition to its advantageous conservation properties.

Trendy in the West for two years now, influenced by Asia (and in particular kimchi), it is now taking on new forms. Fermented foods were first presented as healthy food by star restaurants, such as Noma in Copenhagen, four times voted best restaurant in the world (and which has even published a book on the subject). It then became more widespread with kombucha (sparkling fermented drinks with different flavours), which is now inspiring numerous drinks in bars and on supermarket shelves. Flavoured teas have even become part of the trend.

Fermentation is now booming in France and the United States, adjusting to the codes and rituals of generations Y and Z, via:

- Dedicated shops, like Fermentation Générale in the 11th district in Paris.
- Ferment-it-yourself workshops, from Los Angeles to Lyon, as seen with In Cuisine (Place Bellecour) in May
- And even festivals with the Austin Fermentation Festival

The art of fermentation is set to experience new horizons: after kombucha, hops and lacto-fermented vegetables, the "fermentation teacher" Jessica Wang is exploring the fermentation of flowers in the United States.

#### Proof in products

##### Food

- 1 **Kombucha**, ginger and yuzu, by So Kombucha - Booth M140
- 2 **Karma Kombucha** Limited Edition combining the benefits of kombucha, the strength of ginger, the virtues of turmeric and the acidity of yuzu, by Biogroupe - Booth K128
- 3 **Les Infusés** - Yaourt fraise / Hydrolat basilic X2, by La Lémance Booth F125

##### Cosmetics and hygiene

- 4 **Infusion Divine**, Dry Oil, with the highest percentage of organic product on the market: 83%, by Florame - Booth I10



## Trend No. 3.

### Responsible, design-led packaging

Packaging is being completely overhauled.

We have seen that it is becoming increasingly ecological and ethical... But organic packaging is now increasingly aesthetic too.

The brown paper & cardboard sector is becoming more refined and different approaches are emerging:

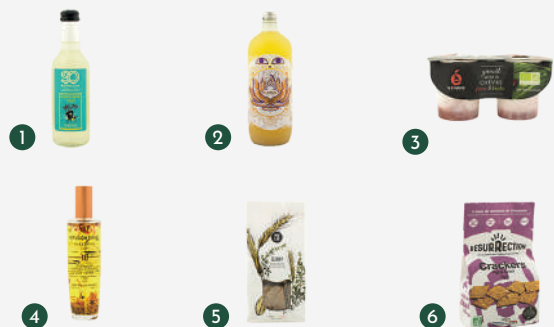
- Enhanced naturalness, giving precedence to illustration rather than photography, to stylise the ingredient and raise the content to the status of a work of art.
- Organic geometry, which gives the product a very modern and graphic look.

Communication on packaging is also developing, adding a welcome touch of humour.

#### Proof in products

##### Food

- 5 Sunny, circular innovation **crackers and biscuits** by Heisenberg Booth H102
- 6 **Fig & Walnut Crackers** by Résurrection: the first snacking product brand that makes crackers from by-products: spent grains from beer brewing or apple pomace from cider-making. Booth M141



Read the complete trend book on  
[www.natexpo.com](http://www.natexpo.com)

# Features:

## 100 exclusive talks

A hundred conferences and tables rounds deal with current affairs and prospectsof the market on the Forums located at the heart of each sector, and innovation is everywhere on the show:

- New Product Gallery
- Natexpo Awards
- Organic Incubator
- Cosmetics Village
- Lab

Natexpo is where it all begins.

### NATEXBIO FORUM

Stand I80 by the Natexbio Federation



### Monday 21 September

**10 AM:** How our food is being reconsidered in view of the Covid crisis: impacts on the future of our food - what lessons can be learned? With Sandrine DOPPLER, food consultant.

**11 AM:** Fair trade for specialist organic stores With Biopartenaire and Synadis Bio

**12.30PM:** Inauguration of exhibition and drinks reception

**2 PM:** The consumer's vision of organic shop products and services, in particular before, during and after lockdown presentation of findings of the survey conducted on a consumer panel. With Mejda NADDARI, Diams.

**3 PM:** How to effectively combat food waste in the organic sector. What changes with the anti-waste act of 10 February 2020. Observations, issues, solutions. With Mejda NADDARI, Diams.

**5 PM:** Presentation of 2020 Natexpo awards hosted by Eric DOURNES - Cocktail reception

### Tuesday 22 September

**10 AM:** How our food is being reconsidered in view of the Covid crisis: impacts on the future of our food - what lessons can be learned? With Sandrine DOPPLER, food consultant.

**11 AM:** The consumer's vision of organic shop products and services, in particular before, during and after lockdown - presentation of findings of the survey conducted on a consumer panel. With François LABBAYE, Bio Développement.

**12 PM:** What people say about organic on Internet. With Bertrand de MONNERON, Opinion Digitale.

**2 PM:** BioED label: processors and retailers committed together for a sustainable organic sector! With Anna KOLF and Mathilde GSELL, Synabio.

**3 PM:** How to effectively combat food waste in the organic sector. What changes with the anti-waste Act of 10 February 2020. Observations, issues, solutions. With Mejda NADDARI, Diams

### ORGANIC TRENDS FORUM

Stand F130 by BioLinéaires



### Monday 21 September

**10 AM:** Mass retail and traditional brands: organic and even more? With Sauveur Fernandez, Econovateur

**11 AM:** 2020, growth... In vain? With Bernard Ollié and Adrien Weitzman, Agencegood

**12 PM:** Counter service in organic (exclusive survey by Bio Linéaires / Ecozept) With Burkhard Schaer, Ecozept

**1 PM:** Loose goods consumption: specificities, change and outlook With Célia Rennesson and Chloé Liard, Réseau Vrac

**2 PM:** Organic and Belgium: trends and developments With Mélanie Login, Sales4bio

**3 PM:** Specialist organic sector: new avenues to reinvent the organic of the 21st century With Sauveur Fernandez, Econovateur

**4 PM:** At the end of all of that, how the consumer sees their organic consumption With François Labbaye, Bio Développement

### Tuesday 22 September

**10 AM:** Counter service in organic shops (exclusive survey by Bio Linéaires / Ecozept) With Burkhard Schaer, Ecozept

**11 AM:** Organic and Belgium: trends and developments With Mélanie Login, Sales4bio

**1 PM:** 2020, growth... In vain? With Bernard Ollié and Adrien Weitzman, Agencegood

**2 PM:** Regulatory developments in loose goods sales - Loose goods and Covid-19 With Célia Rennesson et Lucia Pereira, Réseau Vrac

**3 PM:** Specialist organic sector: new avenues to reinvent the organic of the 21st century With Sauveur Fernandez, Econovateur



## DIETARY SUPPLEMENT FORUM

Stand G40 by Synadiet



Consult the talks programme of the Dietary Supplement Forum, organised by Synadiet, on [natexpo.com](http://natexpo.com)

## COSMETICS INNOVATIONS FORUM

Stand K21 by Cosmebio



➤ **Konsoleader: Anti-pesticide control by the consumer.** With Carole TAWEMA, Karethic

➤ **Genipapo, the temporary tattoo from Amazonia and its mood board.** With Bastien BEAUFORT, Guayapi

**Aleppo soap.** With Thaddée DE SLIZEWICZ, Tade Pays du Levant

**Ciel d'Azur, the new range.** With Valérie VUILQUE, Ciel d'Azur Labs

➤ **Why is it so difficult to give a label to solid cosmetics?** With Laetitia VAN DE WALLE, Lamazuna

**Our organic active complexes.** With Flora HINAUT, Belle et Bio

➤ **How to develop the imagination of children away from screens.** With Marie-Laura BASCOUL, Namaki Cosmetics

➤ **The benefits of snail slime in cosmetics.** With Fabrice PIERRON, Made-moiselle Agathe

## ORGANIC INGREDIENTS FORUM

Stand G60 by Ingrebio



### Monday 21 September

**10 AM: Organic ingredient trends: innovating with differentiating ingredients.** With Gaëlle Frémont, Director, INGREGIO

**11 AM: How to integrate "super ingredients" in eco-friendly nutritional formulations?** With Céline Gryson, Co-director, Nutrifizz

**12 PM: Organic regulations: update on regulatory developments for the formulation of processed organic products.** With Bernard Lignon, Quality and Regulations Project Manager, SYNABIO

**1 PM: Açai and Amazonia: a sustainable option for the forest?** With Bettina Balmer, Founder of AKA ZEBRA and Damien Binois, CEO NOSSA! FRUITS

**2 PM: Fair trade: what added value for raw products?** With Amandine Prelorenzo, development manager, Bio partenaire and guest

**3 PM: Development and formulation of processed organic products: practical tools.** With Audrey Lesturgeon, Critt Agroalimentaire PACA

**4 PM: Advantages and limitations of the block chain in organic ingredients supply chains.** With Emmanuel Audoin, Agro innovation manager at Bureau Veritas Certification and Julien Gonnet, Project manager, Nitidae.

### Tuesday 22 September

**10 AM: Organic ingredient trends: innovating with differentiating ingredients.** With Gaëlle Frémont, Director, INGREGIO

**11 AM: Can organic sourcing work with authorised and prohibited lists of origin?** With Jean-Christophe Briet, Agronomist and SWOTT organic procurement and CSR experts and Jean-Marc Pindat, Sales Director France, TRADIN Organic

**12 PM: Advantages and limitations of the block chain in organic ingredients supply chains.** With Emmanuel Audoin, Agro innovation manager at Bureau Veritas Certification and Julien Gonnet, Project manager, Nitidae.

**1 PM: Brazil nuts and Amazonia: a sustainable option for the forest?** With Bettina Balmer, Founder of AKA ZEBRA

**2 PM: Fair trade: what added value for raw products?** With Amandine Prelorenzo, development manager, Bio partenaire and guest

**3 PM: Assessment organic transformation processes.** With Rodolphe Vidal, head of quality and transformation unit, ITAB | Jointly presented with RMT ACTIA TransfoBio

**4 PM: Organic regulations: update on regulatory developments for the formulation of processed organic products.** With Bernard Lignon, Quality and Regulations Project Manager, SYNABIO



## INNOVATION FORUM

Stand F110



### Monday 21 September

**11 AM: Managerial innovation = Food Safety Responsible Culture** With Julie Negrel-Zesch and Marion Fries (Smart QSE) - Gaëlle Beaune (IRISAE) - RASINE

**1 PM: Augmented reality for innovative and responsible communications** With Texture et saveurs

**2:30 PM: Water, health, eco-responsibility: I am organic, but what about my water?** With Cyril Heytzer, Filtrabio

**4 PM: Round table: innovation in packaging: the move from disposable to sustainable. Consumer, distributor, producer, washer: creation of a new value chain around reusable packaging.** With Emmanuel Auburger, Uzaje - List of speakers TBC

### Tuesday 22 September

**11 AM: Artificial intelligence for a high-performance organic food industry resilient to climate change** With Aurélien Verleyen, DATASWATI

**1 PM: Eco-design: when the environment becomes a source of innovation** With Alexandre Francin, O2M, and Gaëlle Beaune, IRISAE - RASINE

**2:30 PM: Responsible entrepreneur**

**neurship: what criteria and issues to consider when creating the company of tomorrow?** Round table presented by KISSKISSBANKBANK

## AGORA

Stand L111



Placed at the centre of the show, the Agora is a space which offers a platform to experts who will give an update on the latest organic news.

**BIOVALEURS** will report on its study on **food resilience**. **Ecocert** will focus on **the new organic regulations in 2021** and offer insight into the recent **AB label in catering**.

**Bio Équitable** will talk about the development and promotion of French organic production.

The **France-Spain CCI** will present the specificities of the Spanish market for companies wishing to expand into this export market.

More information on [www.natexpo.com](http://www.natexpo.com)

## ORGANIC FINANCING FORUM

Lumière room by Agence BIO



**Monday 24 September from 2 PM to 5:30 PM**

Are you a producer, processor or

retailer wishing to develop your business, are you looking for funding?

Agence BIO will be organising an organic funding/supply chains structuring forum with personal interviews between project developers (alone or in a group) and public and private finances (private banks, crowdfunding platforms and other funding bodies) and/or sector structuring project managers from Agence BIO. Registration required.

More information on [www.natexpo.com](http://www.natexpo.com).



Find the latest full programmes on [www.natexpo.com](http://www.natexpo.com).

# welcome

ONLY LYON 

## Practical information

🕒 Monday 21 and Tuesday 22 September 2020  
Eurexpo Lyon (Hall 4)  
Open from 09:00 to 18:00  
Free entry on presentation of a visitor badge  
Registration on [www.natexpo.com](http://www.natexpo.com)  
Entry fee without badge: €50 ex VAT - Exhibition open to professionals only

## Access

### Public transport

Tram line T5 or Bus line 100 "Direct Eurexpo"  
Timetable available on [tcl.fr](http://tcl.fr).

## By road

From Lyon: A43, Eurexpo junction  
from Paris/Geneva: Take A46 (Rocade Est), junction 8: Eurexpo Visiteurs.  
From Chambéry/Grenoble: Take l'A46 (Rocade Est), junction 10: Eurexpo Visiteurs.  
13,000 parking spaces available close to the three entrances of Eurexpo Lyon.

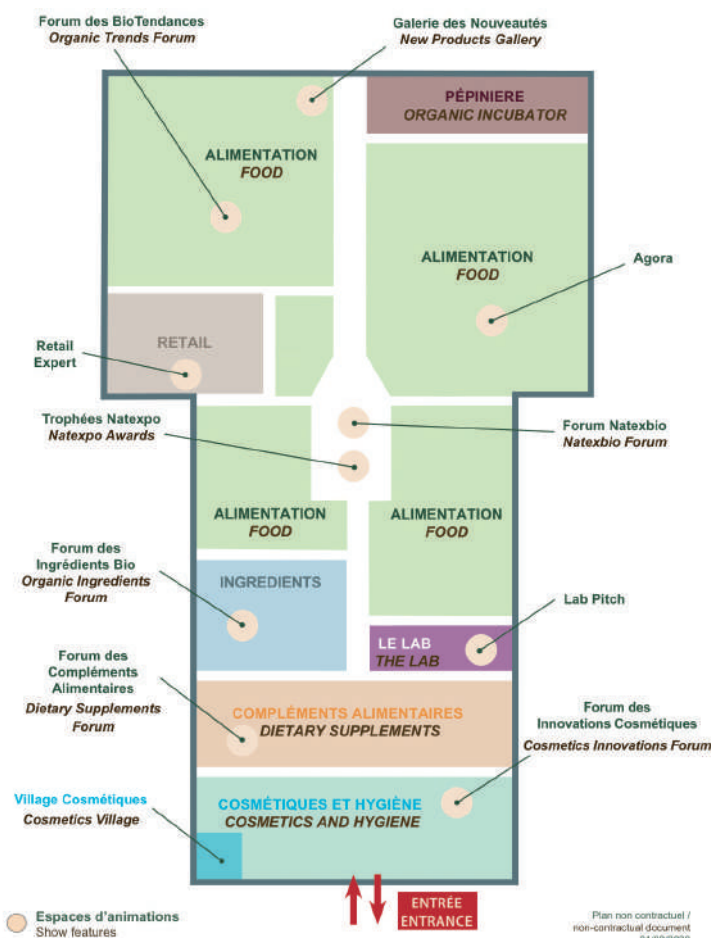
## Luggage room

€2 per article

## Catering

Several organic catering points are at your disposal. More information on [www.natexpo.com](http://www.natexpo.com)

✉ Contact: [visit@natexpo.com](mailto:visit@natexpo.com)



## An eco-responsible show

Natexpo stands up for environmental protection and the reduction of the ecological footprint, both fundamental values for us. We are committed to conservation by adopting eco-responsible attitudes, from planning through to project implementation. Natexpo exhibitors are made aware of these CSR issues and encouraged to continue this process, in particular with eco-responsible stands.

### Waste management

During stand assembly and dismantling, cardboard and wood waste is collected separately from exhibitors. During the show, visitors are offered the chance to sort their waste.

Waste is then sorted, packed and shipped to the appropriate waste recovery processes.

### Cleaning

Cleaning equipment used during the show comprises eco-friendly cleaning products.

### Signage

90% of the show signage is made of cardboard.

### Eco-friendly stand fittings

Natexpo offers eco-friendly stand fittings, with low-energy lighting, carpeting subsequently recycled and PEFC-certified reusable partition walls. No carpeting will be laid in the aisles of the trade show.

### Promotion

Promotional documents printed entirely on recycled paper or on paper from sustainably managed forests.

### Zero waste

For several years, Natexpo has partnered with the French Red Cross to fight waste. In 2019, more than 8 tonnes of goods were collected.

## Public health measures

In view of the coronavirus epidemic, your health is our priority. In order that this edition runs smoothly, we would ask you to apply the following measures.

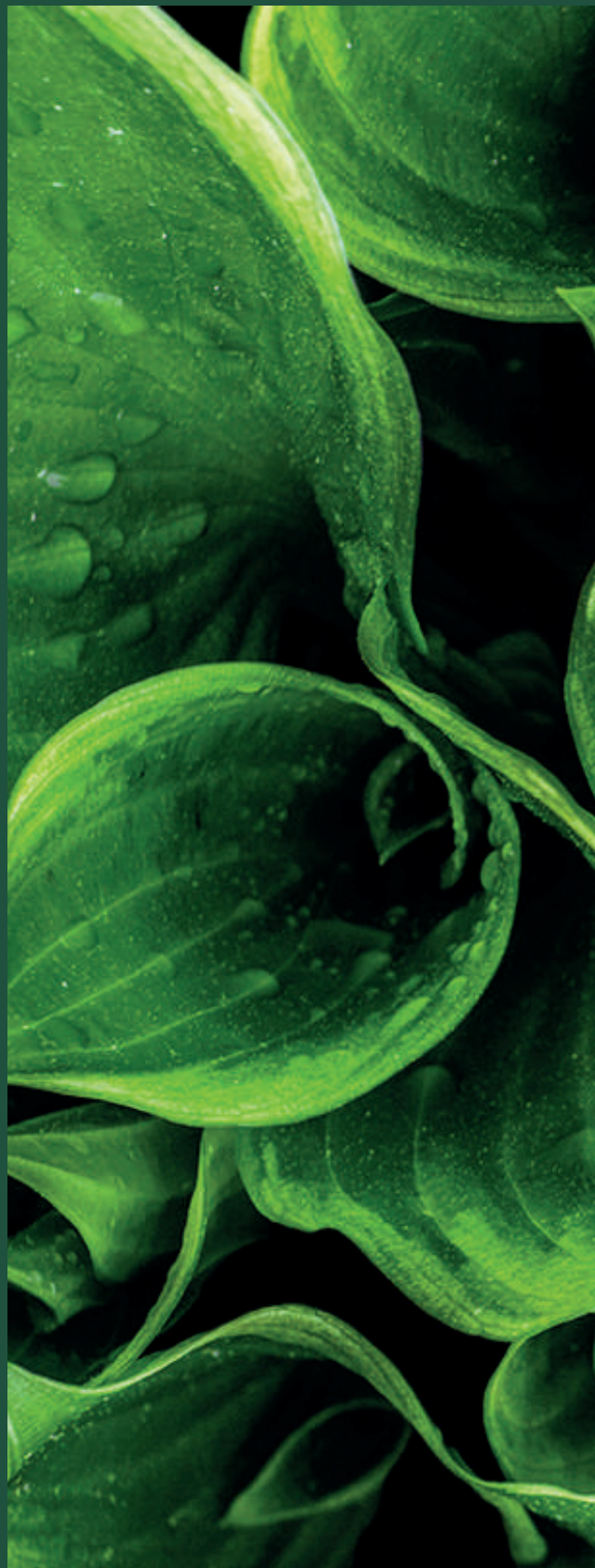
### **Wearing a mask is compulsory.**

In addition, we ask everyone to observe the barrier hygiene precautions currently in force:

- › Wash your hands regularly with soap and water; or use an alcohol-based hand rub
- › Cough or sneeze into your bent elbow or a tissue
- › Use a disposable tissue when you blow your nose, then throw the tissue away
- › Avoid touching your face
- › Maintain a distance of at least one metre from other people
- › Refrain from shaking hands, hugs or kisses when greeting others.

### **Measures taken by the organiser**

- › Posters reminding people of hygiene precautions will be placed at exhibition reception, in the aisles, the toilets and rest areas.
- › Separate doors will be dedicated to people entering and leaving the show to prevent visitors from crossing paths.
- › Hand sanitiser will be available at several locations in the show so that people can disinfect their hands. These distribution points will be indicated on the floorplans.
- › Security staff, reception personnel and the organising team will wear face coverings or visors.
- › Hygiene kits (mask and hand sanitiser) will be on sale at the exhibition reception.
- › Physical barriers in the form of acrylic screens will be placed at reception points.
- › The maximum number of people permitted in the show will be established according to the rules in force at the time of the exhibition, and people will be counted at the exhibition entrances and exits. If necessary, entries will be regulated accordingly so as to not surpass the maximum numbers fixed by the prefecture.
- › Public zones, aisles and washrooms will be cleaned frequently.
- › Social distancing measures will be applied in the conference and workshop rooms, i.e. one person per 2.5 m<sup>2</sup>.



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

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