



NATEXPO LYON : THE ORGANIC SECTOR BACK IN FORCE!

Natexpo will be the first trade gathering for the organic market professionals since the beginning of the public health crisis. During those 2 days, on 21st and 22nd September, around 700 exhibitors and thousands of visitors will gather in strict compliance with all necessary public health measures. For French and international professionals NATEXPO represents a prime opportunity to get up to date on the powerful growth of organic products which have confirmed their appeal among consumers since the beginning of the coronavirus crisis.

As an ideal venue for exchange, discovery and market insight, the trade show illustrates the powerful dynamism of the sector which once again this year features a great many new products that show a foretaste of tomorrow's world. The 2020 NATEXPO Awards, presented during the show, are a special showcase for these new products, distinguishing 16 innovations launched over the past 12 months; The diversity of the winning products reflects the range on offer at NATEXPO, the only trade show offering an all-round view of the organic market offering.

NATEXPO : the whole organic market in a single venue !

A true reflection of the diversity and exceptional vitality of the organic market, NATEXPO is the only trade show to provide an all-round vision of the market's offering: from organic ingredient to retail services. Natexpo will offer organic professionals a chance to discover in a single venue all the market's innovations in six key sectors :

- Organic food
- Ingredients and raw materials
- Cosmetics and hygiene
- Dietary supplements
- Household and personal products and services
- Services and equipment for retail and brands.

The trend towards organic heightened by Covid

The coronavirus crisis considerably boosted the growth of the organic market. In France, in specialist organic shops, the average spend increased sharply during the lockdown period: by around 55 %, according to 95 % of the professionals questioned during a survey initiated by BioLinéaires & Ecozept, supported by Natexbio & Synadis Bio, in partnership with Biopanel¹. In supermarkets, sales of organic food also jumped by 63% in value in the first week of lockdown compared to the same period in 2019².

¹ Survey by BioLinéaires Ecozept / Natexbio and SynadisBio / data from 933 shops collected and analysed.

² Nielsen survey, 2020



The agility of the organic sector in the spotlight for 2 days in Lyon

Brands, distributors, buyers, decision-makers... all the players in the organic sector have displayed great agility in adapting to sudden and unpredictable constraints. NATEXPO will enable them to exchange best practices and meet up again after long months of atypical commercial relations to discover all the latest organic developments of the year.

During these 2 days, the exhibition will offer activities, advice and talks to find out all about the latest organic news in France and around the world. Designed to make life easier for professionals and enable them to develop their business, the exhibition offers theme-based trails, including the new "Zero waste" trail, alongside the "Frozen food", "Organic catering", "Organic private label", "Gluten-free" and "Vegan" trails.

NATEXPO Digital : 5 days for online interactions

In addition to the physical event and to be accessible to professionals from all over the world in every circumstances, Natexpo launches a digital version of the trade show. « Natexpo Digital » has been designed to cater the needs of the most distant international visitors,

From Monday 21st to Friday 25th September, this new tool offers access to the full exhibitor offering. Additionally, a chatroom will enable visitors to interact directly with exhibitors.

Strict health precautions for everyone's safety

NATEXPO fulfils every requirement specified by the French government and the Rhone Prefect authorising the organisation of events welcoming no more than 5,000 people at any one time.

Natexpo is implementing a set of stringent health guidelines to guarantee everyone's safety during stand assembly, the exhibition itself and dismantling:

- Wearing a face mask is compulsory,
- People are required to disinfect their hands with sanitizer at the show entrance,
- All visitors receive a free individual bottle of hand sanitizer,
- Hand sanitizer dispensers are positioned at several locations in the show (toilets, restaurant, rest areas, etc.),
- Digital communication is reinforced (talks programmes, show content, etc.),
- Catering areas have been extended to enable the regulatory social distancing of tables



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THE BEST ORGANIC INNOVATIONS REWARDED

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A WORD FROM OUR PRESIDENTS

Pierrick de Ronne, Chairman of NATEXBIO, the French federation of organic and eco-friendly product manufacturers and retailers behind the Exhibition:

"The Covid-19 crisis came unexpectedly and suddenly, shaking up the organisation of companies. Within the NATEXBIO federation, we immediately mobilised to deal with this unprecedented situation by pulling together. Solidarity is one of the founding values of the organic sector and it was not an empty word in this context! Solidarity between organic actors played a key role: farmers, processing companies and specialist shops maintained a dialogue to successfully meet the needs of the population. And, of course, the solidarity of the employees of the companies in our sector enabled our fellow citizens to continue shopping for food and basic necessities. We are proud of them and we extend our thanks and gratitude to them. Together, we have been able to rise to the challenge and continue to carry out our activities.



"Most organic shops remained open throughout the crisis. These local shops have shown a great capacity to adapt to meet the needs of the population. All measures were taken to be there for the population when they needed them most. Consumers came less often, but when they did, it was for a "big shop". Distributors therefore had to adapt their supplies to meet this atypical demand! This crisis demonstrated in particular the effectiveness of short, highly reactive circuits.

"Today, everything is gradually returning to normal and it's up to us to continue to reassure consumers by emphasising all the precautions we take. I believe that the crisis will accelerate the transition towards more virtuous behaviour. It is up to us to accompany consumers in this direction as best we can!"

NATEXBIO
Fédération des transformateurs et distributeurs bio



Patricia Berthomier-Massip, President of SPAS Organisation, the organiser of NATEXPO:

“NATEXPO will be the first highlight in the calendar of organic professionals since the beginning of the crisis. They will finally be able to meet up physically, discuss this unprecedented situation and its consequences on their business. Maintaining this meeting was essential. It is a great opportunity to take stock of the growth of organic products, which have clearly confirmed their appeal to consumers since the beginning of the health crisis. Professionals will discover all the latest news of

the year, the services that have emerged since the beginning of the crisis, and all the innovations they have missed out on with the interruption of commercial relations.

“To ensure that the event takes place in the safest and most comfortable conditions for exhibitors and visitors, we will naturally implement all the health measures required at the time, notably with the possibility of regulating the flow of visitors if necessary.

“And we are not forgetting all those who will not be able to travel to Lyon. We have created NATEXPO DIGITAL for them! This electronic version of the show has been designed to give the largest possible number of visitors - especially international visitors - a new platform for exchange and interaction with exhibitors.”





natexpo AT A GLANCE



21-22 september
2020



**Eurexpo
LYON**



10,000
visitors
expected

20 000 m²



680
exhibitors
expected

600
exhibitors
confirmed
at 18 June

14 countries

9 French
regions

www.natexpo.com



@natexpo

6
**6 sectors
represented**

- food
- cosmetics and hygiene
- dietary supplements
- ingredients and raw materials
- household and personal products and services
- services and equipment for retail and brands

A Natexbio exhibition organised by SPAS Organisation

NEW: 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.

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.

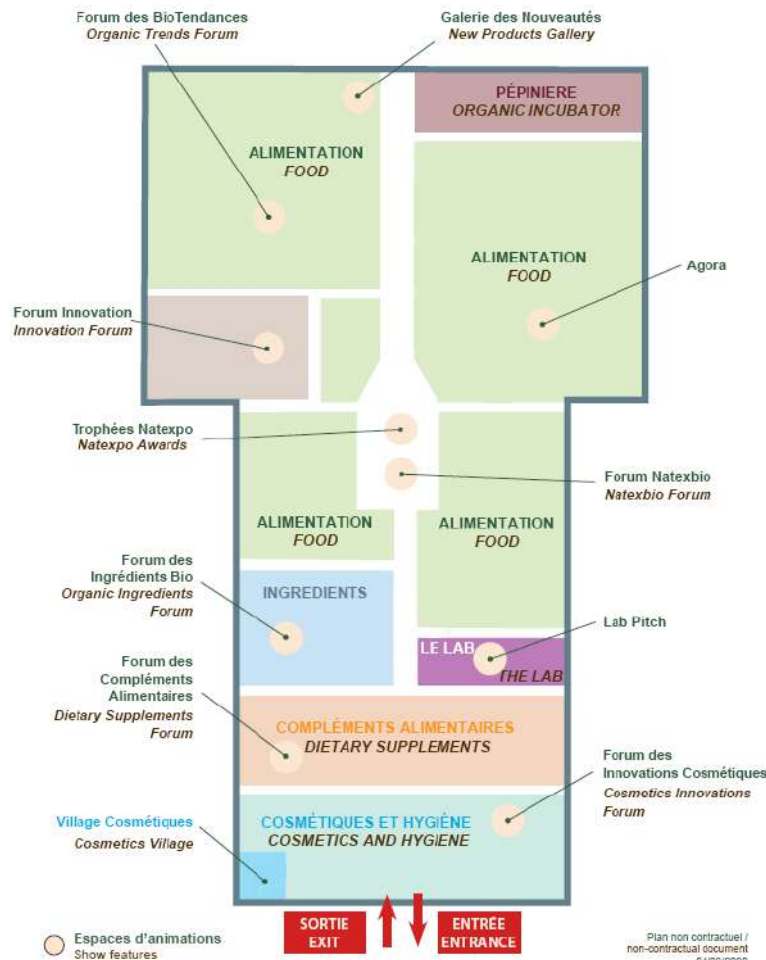


NATEXPO 2020: 6 SECTORS TO EXPLORE THE ORGANIC MARKET



AT A GLANCE: THE 2020 LYON FLOOR PLAN

Nearly 700 exhibitors are expected at NATEXPO Lyon, showing in six key sectors: Organic food, Ingredients and Raw materials, Cosmetics and Hygiene, Household and personal products and services, Services and Equipment for retail and brands.



6 theme trails

To help visitors discover the product ranges and offer and make their visit as efficient as possible according to their centres of interest, NATEXPO has concocted six theme trails that can also be consulted on natexpo.com.

- “Organic Catering”
- “Organic Private Label”
- “Gluten-Free”
- “Vegan”
- “Frozen Food”
- “Zero Waste”



FOOD: PURE ORGANIC GOODNESS

More than 300 companies will be exhibiting in the Organic food sector in 2020, which is the largest in the show. Its scale is a reflection of the vitality of the market both in France and abroad. It is the largest concentration of organic food for all sector professionals.

In France, the organic market has been growing fast recently, especially since the lockdown. Already in 2018, consumer purchases of organic food were estimated at 9.7 billion euros in 2018, a 15.37% rise on 2017 and a jump of 1.4 billion euros in only a year. Today, nearly 5% of all food purchases of French households is organic food.

In 2019, more than 9 in 10 French people ate or drank organic at least occasionally, and almost 3/4 buy organic on a regular basis – at least once a month. 14% are daily consumers! According to a recent survey, the organic sector recorded an 8-point increase in buyers during the lockdown.

Starting on 1 January 2022, the offering of collective catering services must include at least 50% of organic products. An obligation that offers a new opportunity for organic development in France.

Worldwide, the organic product market has grown nearly fourfold in the space of ten years, valued at more than 100 billion euros in 2018 while it was estimated at 92.8 billion euros in 2017.

Source: Agence Bio

All the categories of organic food represented

The exhibitors in the Organic Food sector cover all product categories:

- **Beverages** (water, alcoholic drinks, juices, sodas...)
- **Butchery** (meat, poultry...)
- **Bakery** (pancakes, breads, pastries ...)
- **Creamery** (butter, cheese, milk, eggs, dairy products...)
- **Grocery** (cereals, spices, oils...)
- **Seafood** (shellfish, crustaceans, fish)
- **Fresh products** (fruit, vegetables...)
- **Breakfast** (cakes, jams and preserves, coffee, tea...)
- **Frozen food** (ice cream, processed products, fruit, vegetables...)





COSMETICS AND HYGIENE: EVERYTHING TO GO ORGANIC!

In step with consumers' desire for natural beauty and wellness, natural cosmetics are displaying solid growth.

Product ranges have expanded, distribution has broadened and consumers have confirmed their desire for more responsible products. The organic and natural cosmetics market is booming worldwide, with a turnover of 11 billion euros in 2018. In Europe, it has recorded average growth of about 7% per year over the last 5 years to reach 3.82 billion euros in 2018 (+7.2% vs. 2017). And the trend shows no signs of slowing down: according to estimates, European sales are expected to exceed 5 billion euros by 2023.

France, the world's third largest market for organic and natural cosmetics behind the United States and Germany, is at the heart of this boom. In 2018, the French market recorded a record turnover of 757 million euros, a jump of +18.7% compared to 2017.³¹

Source: Cosmébio®.

All hygiene and cosmetics product categories represented

The French and international exhibitors showing in the cosmetics and hygiene sector display a wide array of products:

- Body creams, gels and milk
- Manicure, make-up, pedicure and hair removal products
- Solid cosmetics
- Soaps, shampoos, perfumes, etc.

Cosmetics Innovations Forum 2 days of special features

In partnership with Cosmébio®⁴, the trade association for ecological and organic cosmetics, NATEXPO offers a space entirely dedicated to beauty and well-being within the Cosmetics and Hygiene sector. It brings together all the events organised around the exhibitors' cosmetic innovations.

Discover the new products and niche brands on the natural and organic cosmetics market. On its space, Cosmebio® will be organising a series of special events to show visitors all the latest on-trend and innovative products. Throughout the exhibition, you will have the opportunity to test products, listen to brands as they present their new releases, and be pampered.



Association Professionnelle
de Cosmétique Ecologique et Biologique

³ Source : Ecovia Intelligence 2019

⁴ COSMEBIO is a professional association for organic and ecological cosmetics.. Its mission: informing the public to a different kind of cosmetics, promote and follow a sector of excellence, and reinforce its leadership role



DIETARY SUPPLEMENTS: A LITTLE EXTRA FOR HEALTH!

In 2020, the sector brings together around 50 manufacturers of health food products and dietary supplements for a range of purposes: slimming, skin care, toning, etc., as well as ingredients making up the composition of these products.

In tune with consumers' wish for natural beauty and wellness, dietary supplements in France constitute a growing market. In 2019 it experienced growth of 1.3%.

With a turnover of 1.9 billion euros, the dietary supplements market is dominated by health concerns. In particular, three indications account for a large proportion of the market. Together, sleep/stress, digestion and vitality account for 51% of sales in pharmacies, 41% of sales in supermarkets and hypermarkets and 35% of sales in drugstores.

A recent consumer survey conducted by OpinionWay for Synadiet found that 46% of French people have already consumed dietary supplements. For these consumers, dietary supplements are a natural solution for maintaining their health and avoiding taking medicine when not necessary. Indeed, the naturalness of the products (40%), the desire to limit their consumption of medicine (38%), and the desire to maintain their health (37%) emerge as the main motivations of consumers.

Source: Synadiet.

Dietary Supplement Forum: all the latest from the sector within easy reach



Syndicat National des Compléments Alimentaires

The French dietary supplement association, Synadiet, present at NATEXPO 2020, will be hosting the Dietary Supplements Forum. This information area covers regulatory aspects together with trends in the dietary supplements market, the latest on-trend ingredients and precautions for the use of essential oils.

As a venue for innovation and information, it allows buyers and sellers in the sector to develop their business and skills.

Through mini-lectures, this area provides advice, information and training for visitors on various subjects such as nutritional advice for people with special diets (vegetarians, vegans, sportsmen and women, senior citizens, mothers-to-be, calorie-controlled or gluten-free diets, etc.), plants for everyday well-being, specific regulations for plant-based food supplements, etc.



INGREDIENTS AND RAW MATERIALS: BACK TO ORGANIC ROOTS

Launched in 2017, the "Ingredients and Raw Materials" sector is enjoying great success. This year, nearly thirty exhibitors have already booked their space in this cluster, which provides an opportunity to meet the professionals involved in the manufacture of organic food products, cosmetics and food supplements.

Through a comprehensive array of stands, business meetings and talks, NATEXPO offers its processing exhibitors and visitors the opportunity to make progress on two major issues: supply and innovation.

Supply chain:

a strategic issue in view of rising demand

Finding ingredients has become a real challenge for companies working in the European organic industry. With consumption of organic products growing fast, the issue of sourcing is now a strategic subject for all players, whether in the search for new suppliers, the strengthening of existing relations with partners or setting up new local and national supply streams. The Ingredients and Raw Materials sector organised at NATEXPO enables visitors to make new contacts to consolidate their supplies.

Innovation: at the heart of organic development

Organic extracts and ingredients lie at the heart of innovation and the emergence of organic trends. They are the driving force behind the vitality of a sector which for decades has played the role of an incubator for the spreading of new products which have sometimes fed through into mainstream consumption: pomegranate, Aloe Vera, goji berry, etc. NATEXPO offers the opportunity to meet the players involved in all the new trends in the organic sector, related to "alternative" proteins, allergen-free, super foods, fermented foods and ingredients, organic flavours, as well as fair trade, traceability of origins and the creation of market verticals.



A large diversity of products presented in the sector

Additives

Aromatic and medicinal plants
Bread, pastry and biscuit intermediate products
Cereals, rice, pasta
Cocoa, coffee, tea
Dairy IFP and ingredients
Egg products
Flavourings
Fruit IFP
Functional additives / ingredients
Herbs and spices
Liquid and drink-related IFP

Marine-based IFP and ingredients
Meat-based IFP and ingredients
Multi-purpose ingredients
Nut-based IFP and ingredients
Plant extracts
Sauces, condiments and seasonings
Seeds, oilseeds, pulses
Sugars, honey and other sweeteners
Sweet preparations and ingredients
Vegetable and mushroom IFP
Vegetable fats and oils

*(IFP = Intermediate Food Products)



Organic Ingredients Forum, a focus on the issues of the upstream organic segment

At the centre of the Ingredients and raw materials sector, discover the Organic Ingredients Forum. With contributions of experts, producers and processors, the leading issues in the upstream segment of the organic industry will be examined: supply issues, quality, innovation, regulations and resource capitalisation. Securing appropriate supplies in quantity and quality is indeed a key challenge for many companies in the organic sector.





GOING FURTHER IN ORGANIC WITH ADDITIONAL SECTORS



HOUSEHOLD AND PERSONAL PRODUCTS AND SERVICES: FOR AN ALL-ORGANIC HOME!

The Household and personal products section integrated within the Organic food and Hygiene & Cosmetics sectors offers a wide and extensive range of eco-friendly products.

Two major product categories presented

- **Household products:** lighting, building and decoration materials, bedding, household linen, furniture, stationery, paint, cleaning, DIY and gardening products, etc.
- **Personal goods:** clothing, leather goods, children's games and toys, etc.



SERVICES AND EQUIPMENT FOR RETAIL AND BRANDS: EVERYTHING TO DEVELOP ORGANIC SALES

Today, there are around 2,700 organic specialist shops in France. They generated a turnover of more than 3 billion euros in 2018, an increase of +7.7% compared to 2017. Far less numerous than general food superstores, they managed to account for 34% of the sales of organic goods to French people for home consumption.

During the lockdown, the average spend in specialist organic shops increased by around +55 %, as found by 95 % of professionals questioned in a recent survey initiated by BioLinéaires & Ecozept, supported by Natexbio & Synadis Bio, in partnership with Biopanel. These shops have demonstrated their agility to adapt and provide new services to make life easier for their customers. Nearly 1/3 of the organic shops surveyed have thus set up distance selling systems: click & collect, drive-in, home delivery, ready-made baskets of goods, etc.



Natexpo offers them an area dedicated to services and equipment to help them continue to develop their sales. The entire range of equipment and services, e-commerce, logistics, packaging and training for points of sale is thus integrated into the Food sector.

Between fundamental values and new technology

A great number of initiatives are emerging across Europe in organic product retail: online selling, m-commerce, loose goods, automatic vending, farmer's markets, packaging-free shops, snacks, etc.

These developments are the first signs of a distribution model which is still trying to find its way between "traditional" organic and "mass market" organic.

Products and services for added sales

The exhibitors in the "Services and Equipment for retail and brands" section offer an extensive array of means to develop organic product sales:

- Cash tills and sales point terminals
- Chilling appliances
- Click and collect equipment
- Communications agencies
- Consultancies
- CRM
- Data / processing
- Decoration / atmosphere
- Drive-in equipment
- Electronic / contactless payment
- Furniture / Showcases
- Interactive display cabinets
- Interactive terminals
- Interior design
- Kitchen equipment
- Labelling / coding
- Logistics
- M-commerce
- Mobile apps
- Shelving
- Social commerce
- Specialist retail equipment
- Store fittings
- Store signage
- Tactile screens / tables
- Training
- Vending equipment
- Weighing



THE ORGANIC INCUBATOR: THE SPACE FOR ORGANIC SMALL BUSINESSES

The Organic Incubator is a space dedicated to very small businesses from the organic sector. It serves as a springboard for small firms, helping them to exhibit at Natexpo through preferential stand prices.

This business incubator is designed to support small firms which are the very essence of the organic sector.

THE COSMETICS VILLAGE

The Cosmetics Village is an area bringing together stands and special events held around innovation in cosmetics.

Accommodating small firms offering creating and innovative cosmetics ranges, this village acts as a gateway to the market for them thanks to specially-adjusted exhibiting rates.



© Faust Favart



A COMPREHENSIVE PROGRAMME OF SPECIAL FEATURES: INSIGHT FROM LEADING ORGANIC EXPERTS

Natexbio Forum

The latest from the organic sector

Through its talks and round tables, the Natexbio Forum offers economic and statistical analysis of the organic market and its future areas of potential. A wide range of themes will be addressed during the two days of the show.



The Organic Trends Forum

An area for discussion with experts from the profession

Organised in association with BioLinéaires, the Forum offers a programme of short talks based on dialogue between professionals. This is a space to meet and discuss with specialists around key themes for organic stores.



Organic Ingredients Forum

Securing supply channels under the spotlight

At the centre of the Ingredients and Raw Materials sector, the Organic Ingredients Forum will hold its debut. With contributions of experts, producers and processors, the leading issues in the upstream segment of the organic industry will be examined.



Cosmetic Innovations Forum

Wellness and beauty given centre stage

In association with Cosmebio, the trade association for eco-friendly and organic cosmetics, Natexpo dedicates a space every year to beauty and wellness. Industry professionals will thus be invited to listen to talks and lectures delivered by Cosmébio® and its certification body COSMECERT.



Dietary Supplements Forum

To find out everything about the sector

This space, designed in partnership with the trade association SYNADIET, is a place for advice, education and discovery, with corners offering visitors the chance to explore the entire business sector, from the raw material to the finished product.

As a platform for innovation and information, it will allow the sector's buyers and sellers to get up to date on the latest industry developments and develop their business and know-how.

Through about 15 talks, this space offers visitors advice, information and training on a range of topics such as nutritional advice for people with special diets (vegetarians, vegans, athletes, elderly people, pregnant women, slimming or gluten-free diets, etc.), plants that can be used for everyday health, specific regulations on plant-based dietary supplements... In addition to the discovery of plants used in food supplements, SYNADIET will present their history and age-old traditional use in many parts of the world.



Syndicat National des Compléments Alimentaires



Organic Financing Forum by Agence Bio

Are you a producer, processor or retailer wishing to develop your business, are you looking for funding?

Agence BIO is delighted to welcome you on Monday 21st September and Tuesday 21st September 2020 from 2PM to 4PM on the Synabio booth (H95) at Natexpo to answer your questions, evaluate the various public and private funding possibilities for your project and put you in touch with the appropriate funders.

These meetings substitute for the Organic Financing Forum "Financer son projet Bio" initially planned on 21st September afternoon on Natexpo.

Lab Pitches

Created in 2018, **The Lab** is an exhibition and pitches areas for companies dealing in the circular economy and technological eco-innovations. Here, NATEXPO offers these forms a chance to shine a light on their innovative approaches and products that can bring this added value to the organic sector and its consumers, and support brands and manufacturers in their corporate social responsibility strategies.

New Product Gallery

All the latest new products at a glance!

The New Product Gallery is a strategically important zone where visitors will have an exclusive preview of the innovative products presented by exhibitors.

Around 100 new products are on show.

2020: two new features

Innovation Forum

The Innovation Forum is making its debut at the heart of the Services and Equipment for Retail and Brands area. How to anticipate the challenges and problems of the business of tomorrow? The forum will provide insight through round tables and talks all based on innovation: management, new technologies, product eco-design and reuse ...

The Agora

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. the BioValeurs think-tank and Les Greniers d'Abondance will discuss the resilience levers for French organic markets. 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.



The Natexbio Forum Booth I80

Monday 21 September

10AM - How our food is being reconsidered in view of the Covid crisis: impacts on the future of our food – what lessons can be learned? (Sandrine Doppler, Food Consultant)

11AM - Fair trade for specialist organic stores (Biopartenaire and Synadis Bio)

12.30PM - Inauguration of exhibition

2PM - The consumer's vision of organic shop products and services, in particular before, during and after lockdown (François Labbaye, Bio Développement)

3PM - How to effectively combat food waste in the organic sector? What changes with the anti-waste act of 10 February 2020 (Mejda Naddari, Green Village)

5PM - Presentation of 2020 Natexpo awards (Hosted by Eric Dournes)

Tuesday 22 September

10AM - BioED label: processors and retailers committed together for a sustainable organic sector! (Anna Kolf and Mathilde Gsell, Synabio)

11AM - The consumer's vision of organic shop products and services, in particular before, during and after lockdown (François Labbaye, Bio Développement)

12PM - Study of opinions expressed online, a powerful tool for marketing and communication (Bertrand de Monneron, Opinion Digitale)

2PM - How our food is being reconsidered in view of the Covid crisis: impacts on the future of our food – what lessons can be learned? (Sandrine Doppler, Food Consultant)

3PM - How to effectively combat food waste in the organic sector? What changes with the anti-waste Act of 10 February 2020 (Mejda Naddari, Green Village)

Natexbio Challenge : a tailor-made support for entrepreneurs in the organic market

This year, the « Natexbio Challenge » jury will gather at Natexpo on Tuesday 22nd September in order to designate the 3 winners among the 10 aspirants. Dedicated to new companies (created less than 3 years ago) « Natexbio Challenge » is an opportunity to encourage and support entrepreneurial initiatives in the organic field.



The Organic Trends Forum

Booth F130

Monday 21 September

10AM - Mass retail and traditional brands: organic and even more? (Sauveur Fernandez, Econovateur)

11AM - 2020, growth... In vain? (Bernard Ollié and Adrien Weitzman, Agencegood)

12PM - Counter service in organic shops - exclusive survey by Bio Linéaires / Ecozept (Burkhard Schaer, Ecozept)

1PM - Loose goods consumption: specificities, change and outlook (Célia Rennesson and Chloé Liard, Réseau Vrac)

2PM - Organic and Belgium: trends and developments (Mélanie Login, Sales4bio)

3PM - Specialist organic sector: new avenues to reinvent the organic of the 21st century (Sauveur Fernandez, Econovateur)

4PM - At the end of all of that, how the consumer sees their organic consumption (François Labbaye, Bio Développement)

Tuesday 22 September

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

11AM - Organic and Belgium: trends and developments (Mélanie Login, Sales4bio)

12PM - Mass retail and traditional brands: organic and even more? (Sauveur Fernandez, Econovateur)

1PM - 2020, growth... In vain? (Bernard Ollié and Adrien Weitzman, Agencegood)

2PM - Regulatory developments in loose goods sales. Loose goods and Covid-19 (Célia Rennesson et Lucia Pereira, Réseau Vrac)

3PM - Specialist organic sector: new avenues to reinvent the organic of the 21st century (Sauveur Fernandez, Econovateur)



The Organic Ingredients Forum Booth G60

Monday 21 September

10AM - Organic ingredient trends: innovating with differentiating ingredients (Gaëlle Frémont, Director, Ingrebio)

11AM - How to integrate “super ingredients” in eco-friendly nutritional formulations? (Céline Gryson, Co-director, Nutrifizz)

12PM - Organic regulations: update on regulatory developments for the formulation of processed organic products (Bernard Lignon, Quality and Regulations Project Manager, Synabio)

1PM - Açai and Amazonia: a sustainable option for the forest? (Bettina Balmer, Founder, Aka Zebra – Damien Binois, CEO, Nossa! FRUITS)

2PM - Sustainable ingredients by BIOPARTENAIRE® for innovative and ethical recipes (Amandine Prelorenzo, Development Manager, Bio Partenaire – Bernard Martin, Ekibio)

3PM - Development and formulation of processed organic products: practical tools (Audrey Lesturgeon, Critt Agroalimentaire PACA)

4PM - Advantages and limitations of the block chain in organic ingredients supply chains (Emmanuel Audoin, Agro Innovation Manager, Bureau Veritas Certification – Julien Gonnet, Project manager, Nitidae.)

Tuesday 22 September

10AM - Organic ingredient trends: innovating with differentiating ingredients (Gaëlle Frémont, Director, Ingrebio)

11AM - Can organic sourcing work with authorised and prohibited lists of origin? (Jean-Christophe Briet, Agronomist and Organic Procurement and CS Expert, SWOTT – Jean-Marc Pindat, Sales Director France, TRADIN Organic)

12PM - Advantages and limitations of the block chain in organic ingredients supply chains (Emmanuel Audoin, Agro innovation Manager, Bureau Veritas Certification – Julien Gonnet, Project manager, Nitidae)

1PM - Brazil nuts and Amazonia: a sustainable option for the forest? (Bettina Balmer, Founder, Aka Zebra)

2PM - Sustainable ingredients by BIOPARTENAIRE® for innovative and ethical recipes (Claire Touret, Development Manager, Bio Partenaire – Philippe Sendral, Agro Sourcing)

3PM - Assessment organic transformation processes (Rodolphe Vidal, Head of Quality and Transformation Unit, ITAB | Jointly presented with RMT ACTIA TransfoBio)

4PM - Organic regulations: update on regulatory developments for the formulation of processed organic products (Bernard Lignon, Quality and Regulations Project Manager, Synabio)



The Cosmetic Innovations Forum Booth K21

Monday 21st September

- 10AM** - Essential oils for mother and baby (Claire Morlot, Atelier Bulle)
- 11AM** - Konsolader: Consumer control of pesticides (Carole Tawema, Karethic)
- 12PM** - The Genipapo, ephemeral tattooing and its inspiration book (Bastien Beaufort, Guayapi)
- 1PM** - The first COSMOS certified Aleppo soap made in Syria (Thaddée de Slizewicz, Tade Pays du Levant)
- 2PM** - Key stages in the certification and label process (Cosmecert)
- 3PM** - Latest figures from the organic cosmetics market (Nicolas Bertrand, Cosmebio)
- 4PM** - Why is it so difficult to label solid cosmetics? (Laetitia Van de Walle, Lamazuna)

Tuesday 22nd September

- 9AM** - Another soap: discover cold saponification (Maud Siegel, L'esperluète)
- 10AM** - SkinFood for atopic skin, scientifically proven (Lucie Brachet, Rejence)
- 11AM** - Our organic active complexes (Flora Hinaut, Belle et Bio)
- 12PM** - The benefits of snail slime in cosmetics (Fabrice Pierron, Mademoiselle Agathe)
- 1PM** - Key stages in the certification and label process (Cosmecert)
- 2PM** - Could engagement become the future of marketing? (Hadrien Collot, Les Sunneliers, Gamme NIU)
- 3PM** - Munch your toothpaste! (Victor Thomas, PAOS)
- 4PM** - How to develop the child's imagination far from the screens? (Marie-Laure Bascoul, Namaki Cosmetics)
- 5PM** - Latest figures from the organic cosmetics market (Nicolas Bertrand, Cosmebio)



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The Dietary Supplements Forum Booth G40

Monday 21st September

10AM - Organic dietary supplements: at a regulatory crossroads (Elodie Veyret, regulatory affairs officer, Synadiet)

11AM - French production of medicinal plants (France Agrimer)

12PM - Regulation of claims: on a pack, in an advert, in-store, what are we allowed to say about products? (Veyret, regulatory affairs officer, Synadiet)

3PM - The dietary supplement market (Irene Legall, Communication Director, Solgar)

3.30PM - The right reflexes to adopt when being inspected by the French authorities (DDPP)? (Maitre Flavien Meunier, Associate legal adviser, Lexcap)

Tuesday 22nd September

10AM - Deciphering the labelling of a dietary supplement (Elodie Veyret, regulatory affairs officer, Synadiet)

11AM - Hemp, coming soon to dietary supplements? (The Professional hemp union)

12PM - The 3 trends in the nutraceutical market 2020-2022 : digitalization, alternative medicine and personalised nutrition (Nutrieko)

2:30PM - Essential oils: precautions to be taken for their safe use (Elodie Veyret, regulatory affairs officer, Synadiet)

3:30PM - Science news: what outlook for dietary supplements? (Gabrielle Ventura, science officer, Synadiet)

Organic Financing Forum by Agence Bio Booth Synabio – H95

Are you a producer, processor or retailer wishing to develop your business, are you looking for funding?

Agence BIO is delighted to welcome you on Monday 21st September and Tuesday 21st September 2020 from 2PM to 4PM on the Synabio booth (H95) at Natexpo to answer your questions, evaluate the various public and private funding possibilities for your project and put you in touch with the appropriate funders.

These meetings substitute for the Organic Financing Forum "Financer son projet Bio" initially planned on 21st September afternoon on Natexpo.



The New Products Gallery

The New Product Gallery, is a strategically important zone where visitors will have an exclusive preview of the innovative products presented by exhibitors. In 2020 around 100 new products will be presented.



© Natexpo

Lab pitches Booth J53

Monday 21st September

Theme of the day: What responsible practices and solutions for ethical shops and brands?

11 AM - Eco technologies and labels (Zéro-Gâchis, Miimosa, Longtime by Ethikis, Popotte Duck, 1% for the Planet France)

1:30 PM - Deposit return, new containers, loose selling (Uzaje, Littlepots.fr, Smartvrac, Mayam)

3 PM - Post-plastic packaging: bio-based, organic or recycled (Tipa, Carbiolice, IP Cube)

4 PM - Supporting shops and consumers on the path to zero plastic consumption (Alterosac, Le Green Griot, Le Mouton Givré)

Tuesday 22nd September

Theme of the day: Eco-produits for an eco-consumer

10:30 AM - Everyday eco-products (Solar Brother, Cap Bambou, Panda Paille, Fabulabox, Zéro)

11:30 AM - Circular economy and anti-waste products (Ramen Tes Drêches, Paké, Embal'vert, Weetulip better lifestyle, Cocomiette)

2 PM - Cosmetic and hygiene eco-products (Clever Beauty, J'aime mes dents, Paos, Last Object)

3 PM - Household eco-products (Mutyne, Les Petits Bidons, Pimpant)

4 PM - Le Lab winner announcement



2020: two new features

The Innovation Forum - NEW Booth F110

Monday 21 September

11 AM - Managerial innovation = Food Safety Responsible Culture (Julie Negrel-Zeschan and Marion Fries, Smart QSE – Gaëlle Beaune, IRISAE – RASINES)

1 PM - Augmented reality for innovative and responsible communications (Texture et saveurs)

4 PM - Round table: innovation in packaging: the move from disposable to sustainable. (Isabelle Baur, president of the cooperative Scarabée Biocoop – Emmanuel Auberger, founder Uzaje – Jean-Marc Lévêque, vice-president Synabio – Marie-Laurence Gautier, Ultéria – ADEME – Aurélie Solans, adviser to Paris City Hall)

Tuesday 22 September

11 AM - Artificial intelligence for a high-performance organic food industry resilient to climate change (Aurélien Verleyen, Dataswati)

1 PM - Eco-design: when the environment becomes a source of innovation (Alexandre Francin, O2M – Gaëlle Beaune, IRISAE – RASINES)

2:30 PM - Responsible entrepreneurship: what criteria and issues to consider when creating the company of tomorrow? Round table presented by KissKissBankBank

The Agora - NEW Booth L111

Monday 21st September

11 AM - Issues and impacts of 2021 organic regulation for the Food and Cosmetics sectors in France and abroad (Antoine Faure, Expert from Groupe Ecocert)

12 PM - From farm to fork strategy: how to balance supply and demand towards 25% organic in 2030. Organized by BIOLS.EU (Michaël Wilde, Director, Bionext – Bavo van den Idsert, Organic Processing and Trade Association Europe – Atie van Olst, BIOLS.EU)

1 PM - The economical and practical introduction of organic products in catering (Lionel Goumy, Catering consultant, Biocoop)

2 PM - Round table: harnessing and developing French organic production (Serge Le Heurte, Biocoop and member of the Bio Equitable en France labelling committee – Mathieu Lancry, president of the cooperative Norabio – Cyril Moulin, Ethiquement Bio – Christophe Heberhart, Co-founder of Ethiquable – Bruno Inquimbert, Director of Laiterie de la Lemance)

3 PM - The organic market in Spain: trends and opportunities for French companies (Eva Mongellaz, France-Spain CCI)

4 PM - Promote your snack points and restaurants with the new organic certification! (Sébastien Conan, Commercial Director, Ecocert France)



Tuesday 22nd September

10 AM - Facing up to the crisis: the example of organic and fair trade sectors (Laurent Lefebvre, head of partnerships for the label Fair For Life, with input from Alter Eco and Les Prés Rient Bio)

11 AM - The organic market in Spain: trends and opportunities for French companies (Eva Mongellaz, France-Spain CCI)

12 PM - What resilience levers for French organic markets? (Bernard Kimmel, Chairman of company Arcadie and Simon Le Fur, Director of Aventure Bio for the BioValeurs think-tank, Arthur Grimonpont or Félix Lallemant, co-founder of the association Les Greniers d'Abondance)

2 PM - On the road for Natexpo Paris 2021 (Natexpo Team, Spas Organisation)



INNOVATION AT THE HEART OF THE ORGANIC SECTOR: FOCUS ON NEW SECTOR TRENDS



Trend Sourcing deciphers the year's key trends for Natexpo

In the space of barely several years, NATEXPO, the must-attend event for organic professionals, has become the place where the future of organic is created in all segments: food, cosmetics and hygiene, health food and dietary supplements, ingredients and raw materials, household and personal products and services, services and equipment for retail and brands.

Pascale Brousse, a specialist in green lifestyles who each year analyses the key trends of the year for Natexpo, explains: "We will only have a clearer view of the practices that are here to last at the end of 2020 and in 2021. But we can already say that consuming locally-sourced produce, eating more healthily, mutual support, solidarity, sharing, open source and resilience will be among them. Being a responsible brand is also about being transparent and sincere, making pledges, fulfilling them and displaying them. Because tomorrow, everything will be scrutinised, from green extraction to packaging. It is about displaying consistency... to bring together a community and help it grow around the same causes. Because (large) brands and (small) producers also need this support, our support, your support, in this new network taking shape. Some examples of brands and products from Natexpo exhibitors already illustrate this new world."

Focus on the macro-trends to be discovered at NATEXPO

- FOR THE LOVE OF THE LAND
- FOR A CIRCULAR, ZERO-WASTE ECONOMY
- FOR SUSTAINABLE, RADIANT AND HAPPY CONSUMPTION

MACRO-TREND N°1

FOR THE LOVE OF THE LAND: artisanal and regional authenticity

The mania for handicrafts and local goods is a fundamental 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.

Buying local
is an act of
reassurance,
solidarity and
liberation

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.

1 My Beauty Community (1007 respondents, of which 69% aged 18-34), 10 May 2020

PROOF IN PRODUCTS



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COSMETICS AND HYGIENE

1 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

2 Restorative Face Renewal Cream with cynara produced in a short supply chain, by Château des Plantes

HOUSEHOLD PRODUCTS

3 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"

PROOF IN PRODUCTS

FOR THE LOVE OF THE LAND:
artisanal and regional authenticity



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FOOD

- 1 **100% Jam** made from 100% French strawberries, grown using the permaculture method in the Lot et Garonne department, made traditionally without pectin by Bioloklock
- 2 **Liqueur of blackcurrant**, raspberry, peach and goji berries grown in the Lot et Garonne department (promoting the French organic goji berry sector), by La Panacée des Plantes

- 3 **Cumin and chickpea crackers** made in an artisanal workshop in Southern Burgundy by Croquelicot
- 4 **Non-hybrid heirloom Green Zebra tomato chutney** by Variette
- 5 **Leamo Ginger Beer**, made in France and combining a traditional recipe with health and well-being elements, by Alterfood
- 6 **Les Essentiels Bédouin**, organic ground almonds processed in Provence according to traditional know-how since 1833, following the shortest possible supply chain

- 7 **Hazelnut and Red Berry Porridge**, made with French oats and Demeter-certified, by Celnat
- 8 **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

MACRO-TREND N°2

FOR A ZERO WASTE CIRCULAR ECONOMY: the packaging, process & product revolution

Trend #1

Zero waste as a
society ideal

With plastic waste accumulating to the point of forming one, or even 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).

We are
quickly and
acutely
becoming
aware

**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



COSMETICS AND HYGIENE

1 Universal dog shampoo

with 100% recyclable cane sugar packaging, by Beaphar

2 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 !

3 In&Out Anti-age treatment by Douceur Cerise, "We make organic cosmetics and dietary supplements from wild plants from Chartreuse

and the Alps. We are committed to a local circular economy for our raw material supply and work using by-products in a zero-waste approach"

4 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

PROOF IN PRODUCTS

FOR A ZERO WASTE CIRCULAR ECONOMY:
the packaging, process & product revolution

Trend #1

Zero waste as a
society ideal



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FOOD

- 1 **Salt and Pepper Mix** (dried fruits) in a fully compostable bag, by JusteBio (Un Air d'Ici)
- 2 **Ethiopie eco-responsible coffee capsules**, Nespresso-compatible and made from biodegradable and industrially compostable wood fibre, by Destination
- 3 **Morning Latte Cacao & Maca**, in eco-responsible, compostable and fully recyclable packaging, by Nümorning

- 4 **Sunny**, circular innovation crackers and biscuits by Heisenberg
- 5 **Fig & Périgord AOP 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. Our activity, committed to the ecological transition, is part of a circular, organic and local approach. Made in Dordogne"

HOUSEHOLD PRODUCTS

- 6 **Veganbottle Go**, a plant-based and compostable drink bottle, without fossil resources and which reduces CO2 emissions by 30%, by Lys Packaging
- 7 **La Culotte Menstruelle**, waterproof, quick-drying, anti-odour, comfortable, sustainable and zero-waste period underwear, by Achel Lemahieu

MACRO-TREND N°2

FOR A ZERO WASTE CIRCULAR ECONOMY: the packaging, process & product revolution

Trend #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 service².

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

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).

2 - 2019 Survey by PSFK & Suzy™: Closing the Loop With Sustainable Packaging



PROOF IN PRODUCTS

FOR A ZERO WASTE CIRCULAR ECONOMY:
the packaging, process & product revolution

Trend #2

The bulk wave,
the refill habit



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COSMETICS AND HYGIENE

1 Natural Toothpaste - Frosted Mint in a reusable, recyclable and returnable glass jar, by Endro

2 La Maline, wooden toothbrush with interchangeable heads, by Althode-J'aime Mes Dents

3 Edith lin, toothbrush with interchangeable heads (7 different heads) with bio-plastic handle made from French flax waste, by La Brosserie Française - Bioseptyl

4 Biodegradable and refillable concentrated shower gels to dilute, by Ioumi Provence

SERVICES AND EQUIPMENT FOR SHOPS AND BRANDS

5 Gravity, solution for the bulk distribution of all everyday liquids, by Jean Bouteille

6 Spicoj, system for selling spices in bulk while reducing waste, by Bulk and Co

7 Vr'Acteur, innovative, low-tech solution with low carbon footprint, for the in-store bulk distribution of all liquid products, by Qualivrac

8 Zero Waste Dispenser, bulk food dispensers made of 100% stainless steel and glass, 100% recyclable and zero waste, by Zero Waste & Co

MACRO-TREND N°2

FOR A ZERO WASTE CIRCULAR ECONOMY: the packaging, process & product revolution

Trend #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.

The promise of a zero- waste bathroom

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 Jojoba Oil Solid Make-up Remover, by Comme Avant (SI-Créative)
- 2 Toothpaste in tablet form and to chew, by Paos
- 3 Conditioner bar, by Lamazuna
- 4 En Corps Sage, solid perfume, alcohol-free and non-photo-sensitising, by Nomadsens



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MACRO-TREND N°3

FOR SUSTAINABLE, RADIANT
AND HAPPY CONSUMPTION!

Trend #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.

Reinvent our
habits while
satisfying our
taste buds and
our needs

PROOF IN PRODUCTS



FOOD

- 1 **Organic honey** and turmeric preparation, by Abeille Royale (Culture Miel)
- 2 **Black garlic honey** from the south-west of France, an excellent terroir for garlic, by L'Etuverie
- 3 **Arjuna Ginger Bites** with Turmeric, an organic sweet made of fresh turmeric, ground ginger and coconut sugar, by The Ginger People
- 4 **Shot of ginger and Demeter-certified turmeric**, by Voelkel
- 5 **Puffed crisps** with seaweed & coral lentils, an innovative recipe replacing flavours with seaweed flakes, by Bord à Bord

PROOF IN PRODUCTS

FOR SUSTAINABLE, RADIANT
AND HAPPY CONSUMPTION!

Trend #1

Art de vivre with
healthy, attractive
products and ancestral
ingredients



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FOOD (NEXT)

6 Delicate Mango-Curry sauce with 77% fruits and 0% additives, by Le Coq Noir

7 Red lentil, Mango and Curry Spread, by Bonnetterre & Cie

8 Unaju, sparkling mandarin & orange drink with low glycaemic index by Unaju

9 Morning Latte with cocoa and maca (energising) and coconut blossom sugar (low glycaemic index), an alternative to coffee with sugar, suitable for children and even mothers-to-be, by Nümorning

10 Jam made entirely from red berries and pomegranate (low glycaemic index), by Confit de France

11 Sausage made from roasted buckwheat from Brittany, exclusive recipe by Kervan

COSMETICS AND HYGIENE

12 Najel, Aleppo soap with organic charcoal, made from olive oil and bay laurel oil, by Laboratoire Najjar

13 Lip treatment, ayurvedic stick with sacred basil and green mandarin, by Le Secret Naturel

MACRO-TREND N°3

FOR SUSTAINABLE, RADIANT
AND HAPPY CONSUMPTION!

Tendance #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 interesting powers of conservation.

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

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 lactofermented vegetables, the “fermentation teacher” Jessica Wang is exploring the fermentation of flowers in the United States.

PROOF IN PRODUCTS



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FOOD

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

COSMETICS AND HYGIENE

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

MACRO-TREND N°3

FOR SUSTAINABLE, RADIANT AND HAPPY CONSUMPTION!

Trend #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:

Communication
on packaging is
also developing

- 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



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FOOD

1 **Vivani superior dark chocolate** 100%+ cocoa chunks, by EcoFinia GmbH

2 **Honduras Bio Max Havelaar detox coffee**, by Kafé Naka

3 **Sunny**, circular innovation crackers and biscuits by Heisenberg

4 **Medi Hemp, Bio Latcha Latte**, by Deep Nature

5 **Pre-cooked and marinated tempeh**, by Bumi Organics BV

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 cidermaking."

DIETARY SUPPLEMENTS

7 **Bédouze Pomme Bio**, vitamin B12 with eco-responsible packaging: plastic-free, refillable and even reusable with its removable label, by SAS Les Bio Frères





AWARDS



NATEXPO 2020 AWARDS: THE BEST ORGANIC INNOVATIONS OF THE YEAR AWARDED

The innovations of the year on the spotlight

Created in 2005, the Natexpo Awards single out the most innovative, useful, practical and original products launched on the market during the year. For this 2020 edition, the products entered had to have been launched on the market between 1 June 2019 and 1 June 2020.

The award winners were designated in 8 categories corresponding to the range on offer at the show:

- Fresh products,
- Sweet grocery products
- Savoury grocery products,
- Beverages,
- Dietary supplements,
- Cosmetics and hygiene products,
- Household and Personal products and services,
- Services and equipment for retail and brands.

The competition is open to all market players (regardless of whether they are exhibitors at the show), manufacturers and producers in the following sectors: organic food, nutrition, dietary supplements, organic cosmetics and eco-products

A jury of 11 experts

The winners were designated on 28 August 2020 by an expert jury made up of professionals from the sector, junior enterprises, along with specialist, trade and general interest media professionals.

The jury comprised:

- Mirabelle BELLOIR / Hygiene Section Editor, LSA
- Noé CHENEVAR / Vice-president of CNJE (Junior-enterprise National Confederation)
- Anne DUPUY / Eco-friendly and organic fashion specialist
- Laure JEANDEMANGE / Managing Editor, Les Nouvelles Esthétiques
- Antoine LEMAIRE / Managing Editor, BIOLINEAIRES
- Isabelle MARTINET / Journalist, France 2
- Philippe MILLET / Journalist, Actif's Magazine – Nutrifarm Magazine
- Christine RIVRY-FOURNIER / Managing Editor, BIOFIL
- Anne VANESON / Managing Editor, Actu-Beauté
- Christine VIEIRA / Managing Editor, BIOADDICT.FR
- Christine ZALEJSKI / Food blogger – Cubes et petits pois

The NATEXPO 2020 Awards area, a showcase of the best organic innovations of the year

Located at the heart of the show, this "award area" will be "entirely dedicated to the winning products. The official awards ceremony will take place on Monday 21st September at 5PM, booth I80.





FRESH PRODUCTS CATEGORY



Gold Award

Bonval sodium nitrate-free Frankfurter sausage

Sausages made from pork meat according to traditional methods, beech wood-smoked and presented in a natural casing. Grey in colour due to no sodium nitrite being used.

Company: PRONATURA - VITAFRAIS

Launch date: 04/11/2019

Market: Families

Destination(s): France

Price: €3.98 excl. VAT

Stand: I140

Judges' Notes

This product was a unanimous hit with the judges! Whether in terms of taste or approach, the members were won over! Indeed, in addition to its very pleasant smoky taste, the judges particularly appreciated the local approach, the use of Guérande salt instead of sodium nitrite and the eco-designed package.



Silver Award

Crèmeux de Bourgogne with organic truffle

The combination of all the flavours of triple cream cheese (an organic PGI Brillat-Savarin base) with notes of cream and butter, with the refinement of summer truffle (Tuber Aestivum Vitt).

Company: FROMAGERIE DELIN

Launch date: 01/06/2019

Market: All consumers

Destination continent(s): North and Central America, Asia, France

Price: €50 excl. VAT

Stand: J121

Judges' Notes

The judges particularly appreciated the balance of flavours between the creaminess of the cheese and the truffle. An original alliance of delicious regional products!



SAVOURY GROCERY PRODUCTS



Gold Award

Sauce au Carré

Original recipes to make a healthy and wholesome dish in a jiffy!
No flavour enhancers or palm oil. Quick and easy to use, it helps cooks to obtain a thick and delicious sauce to go with carbohydrates, vegetables, meat, fish, seafood, tofu, etc.

Company: AROMANDISE

Launch date: 31/05/2020

Market: Families

Destination continent(s): Africa, North and Central America, South America, Asia, Europe, France, Oceania

Price: €3.77 excl. VAT

Stand: K68

Judges' Notes

A true innovation in the organic sauce section! This product appealed to the judges for its convenience and the originality of its sources and their make-up: no flavour enhancers or saturated fats.



Silver Award

Organic tomato sauce made with traditional Valencia orange tomatoes 250g

A tomato sauce made with an organic, traditional single variety, Valencia orange, with a fruity taste.

An all-Gers product from seed to fruit.

Extra virgin olive oil from France.

Company: VARIETTE

Launch date: 16/08/2019

Market: Family

Destination continent(s): North and Central America, South America, Asia, Europe, France, Oceania

Price: €6.63 € excl. VAT

Stand: K141

Judges' Notes

This tomato sauce with its beautiful orange colour made from heritage, reproducible and natural seeds earned the jury's approval thanks to its delicious fruity fresh tomato taste!



SWEET GROCERY PRODUCTS CATEGORY



Gold Award

75% spread

A spread that's as minimalist as it is tasty! 4 organic and fair trade ingredients – and that's all.

75% of dried fruit and nuts.

100% of ingredients are organic and fair trade.

Company: Agro Sourcing

Launch date: 23/04/2020

Market: For all the family

Destination continent(s): Europe

Price: €7.53 excl. VAT

Stand: J129

Judges' Notes

The unrivalled taste of this new spread was an all-round hit with the members of the jury! In addition to being delicious and having a pleasant texture, this spread which contains 35% dried fruit and nuts is also lactose-free, without added oils and with no preservatives! What's more, its only four ingredients are also fair trade: a new product that has everything going for it!



Silver Award

ENERGY BALLS OVERSTIM.S

A tasty recipe made from organic ingredients: dates, wild blueberries, almonds, Guérande salt... and nothing else!

A healthy alternative to sweet snacks.

Company: OVERSTIM.S / LABORATOIRE ODS

Launch date: 04/05/2020

Market: Recreational or competitive sport

Price: €2.79 € excl. VAT

Stand: J131

Judges' Notes

Already won over by the highly convenient on-the-go format of these energy balls, particularly suited to sportspeople, the judges also appreciated their taste, in particular thanks to the date base and the very short list of ingredients!



BEVERAGES CATEGORY



Gold Award

Ginger and Espelette pepper kefir

Fermented alcohol-free drink obtained thanks to natural leaven made up of good bacteria and yeast: fruit kefir. Perfect for a healthy and convivial aperitif.

Process innovation: control of the fruit kefir fermentation. Health benefit and marketing innovation: creation of a new form of healthy conviviality.

Company: LES BRASSEURS PARALLELES

Launch date: 01/11/2019

Market: Men and women

Destination continent(s): Europe

Price: €2.84 € excl. VAT

Stand: M148

Judges' Notes

A drink made in France offering an original and enjoyable kefir combination of ginger and Espelette pepper!

Silver Award



Organic crème de framboise

Organic raspberry flavoured fruit liqueur.

Company: La Panacée des Plantes

Launch date: 01/01/2020

Market: Men/women

Destination continent(s): France

Price: €11.99 € excl. VAT

Stand: F121

Judges' Notes

The judges particularly appreciated this new French-made crème de framboise, a delicious organic alternative for consumers in the liqueur section!



DIETARY SUPPLEMENTS CATEGORY



Gold Award

Bédouze Pomme Bio

Vitamin B12 of natural original, essential for the normal functioning of red blood cells and the nervous system and to reduce fatigue. An organic product with vitamin B12 and a great apple taste, and eco-friendly packaging: plastic free, refillable and even reusable with its detachable label.

Company: SAS LES BIO FRERES

Launch date: 30/12/2019

Market: Family

Destination continent(s): Europe

Price: €18.86 € excl. VAT

Stand: I153

Judges' Notes

A well thought out concept which was strongly approved by the jury! Indeed, in addition to their pleasant apple taste, these tablets are marketed in an eco-friendly plastic free pack which is refillable and even reusable thanks to its detachable label!



Silver Award

Seasonal Organic Gournay purple Radish Juice

Organic Gournay purple radish, a vegetable from yesteryear and 100% from the Hauts-de-France region; made by Superdiet using the traditional cold-press method, colouring and preservative free. 100% pure organic juice, limited quantities (one production per year: 2019 vintage)

Company: LABORATOIRES SUPER DIET

Launch date: 15/12/2019

Market: Adults

Destination continent(s): Europe

Price: €14.17 excl. VAT

Stand: K41

Judges' Notes

The judges particularly appreciated the original taste of these ampoules together with the local sourcing and the limited quantity production. The elegance of the packaging was also highlighted.



COSMETICS AND HYGIENE CATEGORY



Gold Award

Takesumi-azuki ultra-fine cleansing powder and face mask



A “foodie” care product with superfoods made following ancestral Japanese health rituals. A 2 in 1 product; gently cleanses, purifies and detoxifies the skin. Can be used as a mask or a cleansing product.

Company: BIJIN

Launch date: 01/06/2019

Market: Women, men

Destination continent(s): France

Price: €14.40 excl. VAT

Stand: E17

Judges' Notes

The judges particularly appreciated the two in one aspect of this new product made of 100% natural ingredients, both a cleanser or a mask, depending on the choice of the consumer. Its original packaging is also very elegant.

Silver Award



Solid make-up remover with jojoba oil

This Comme Avant make-up remover is made up of only 4 ingredients which care for your health and our environment. Packaging is kept to a minimum for sustainable consumption.

Company: SI-CREATIVE / COMME AVANT

Launch date: 14/02/2020

Market: Women, men

Destination continent(s): Europe

Price: €9.08 excl. VAT

Stand: M20

Judges' Notes

An extremely short list of ingredients combined with the environmental benefits of zero waste made possible by its solid format: this user-friendly make-up remover has every advantage!



HOUSEHOLD AND PERSONAL PRODUCTS AND SERVICES CATEGORY



Gold Award

Pim pant laundry kit

The fabulous Pim pant kit produces 7 times less plastic and 3 times less energy for transportation. No palm oil.

Company: PIMPANT

Launch date: 16/06/2019

Market: Families

Destination continent(s): France

Price: €9.91 excl. VAT

Stand: I57

Judges' Notes

The eco-friendly benefits of this new laundry kit won over the judges: seven times less plastic consumed compared to a conventional detergent, three times lighter to carry, three times less energy required for transport! Very convenient, the washing detergent is ready to use in barely 2 minutes! Another bonus is its pretty packaging design!



Silver Award

Marguerite

The first zero plastic cool bag, a concept combining wool and hemp, keeping meals either cool or warm for 4 to 6 hours.

Company: LE MOUTON GIVRE

Launch date: 20/09/2019

Market: Families

Destination continent(s): Europe

Price: €40.83 excl. VAT

Stand: J50

Judges' Notes

An original, practical and eco-friendly product! Made from wool and hemp, this eco-friendly cool bag contains no plastic. Its added extra: it is washable!



SERVICES AND EQUIPMENT FOR RETAIL AND BRANDS CATEGORY



Gold Award

Epsilon

Epsilon is an anti-waste AI: Incorporating a range of parameters (donation rules, EGALIM Act, unit margin, etc.), it optimises unsold goods management to achieve zero waste.

The algorithm analyses the data gathered and enables stalls to reach zero food waste (100% recovery rate) by saving the maximum of value relating to these products (+53% net profit).

Company: ZÉRO-GÂCHIS

Launch date: 10/04/2020

Market: Mass retail employees and managers

Destination continent(s): Europe

Stand: J59

Judges' Notes

This solution was universally popular among the judges! It enables stores to control their food wastage by helping them to reduce it upstream and deal with it in time. A particularly useful innovation for the fight against food waste!



Silver Award

Vr'Acteur

A highly innovative solution to dispense thick liquid products (European patent). Wooden chests made in France. A modular system that can adapt to all shops.

Company: QUALIVRAC

Launch date: 01/01/2020

Market: Shops

Destination continent(s): Europe

Stand: G101

Judges' Notes

This smart solution made a strong impression on the judges. In addition to encouraging the purchase of unpackaged goods in stores, its French manufacturing and electricity-free operation result in a low carbon footprint.



NATEXBIO: 5,000 COMPANIES DRIVING ORGANIC GROWTH

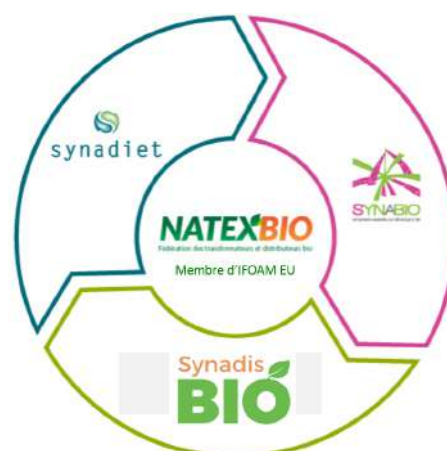
NATEXBIO represents producers and processors of organic raw materials and dietary supplements, and retailers of organic products.

In economic terms, through its membership NATEXBIO represents more than 5,000 small businesses, 40,000 employees and an annual turnover of approximately €6 billion: a market on the increase, reflecting the changing expectations of consumers who are increasingly sensitive to their well-being and the protection of a planet, all in a sustainable development perspective.

Three trade associations brought together

NATEXBIO brings together three trade associations:

- **SYNADIET**: The French national association for dietary supplements.
- **SYNABIO**: The French national association of organic farms working for the organic farming sector.
- **SYNADISBIO**: The French National association of organic and health food specialist retailers.



While NATEXBIO only gathers together trade associations, as stipulated by its articles of association, it is also keen to work closely with other organic trade collectives with which it wishes to maintain regular dialogue so as to enable professionals to speak with one voice. It has for example built strong ties with Cosmebio, Forébio, FNAB and France Vin Bio.

To organise sales initiatives and monitor tax legislation, a subsidiary was created under the name Bio-Diet Exécutive.



Professionals in touch with the market

NATEXBIO is governed by 8 directors, all from major market firms, under the responsibility of its Chairman assisted by a project manager

Chairman: **Pierrick De Ronne**
President de Biocoop

Director - Treasurer: **Arnaud de Saint-Trivier**
Director of Synadiet
and co-CEO of THERA-SANA

Project manager: **Francis VALLUET**

Directors:

- **Françoise BEUNARDEAU**, Director of Synadis Bio and CEO of GVA Bio
- **Henri GODRON**, Chairman of Synadis Bio, co-manager of 4 Biocoop shops
- **Philippe LARATTE**, Vice-Chairman and Treasurer of Synadiet, Secretary General of Cosmébio and co-CEO of Anoë
- **Didier PERRÉOL**, Chairman of Synabio and vice-President of Léa compagnie biodiversité
- **Jean VERDIER**, Director of Synabio
- **Allon ZEITOUN**, Director of Synadis Bio and Managing Director of Naturalia

Natexbio's key initiatives:

- *Promote the consumption of organic products*
- *Represent the material and moral interests of the profession*
- *Act as a place for meetings and debates between the main players in the profession*
- *Publish information in printed or electronic format*
- *Advise any future founders of manufacturing or retail businesses*
- *Organise a competition to help young firms*
- *Organise seminars and trade shows, including NATEXPO*
- *Conduct surveys on the sector*



SPAS ORGANISATION

THE LARGEST FRENCH ORGANISER OF TRADE SHOWS AND CONSUMER EVENTS DEDICATED TO ORGANIC PRODUCTS, WELLNESS, ART DE VIVRE, SILVER ECONOMY AND SUSTAINABLE DEVELOPMENT

SPAS Organisation organises 30 events and trend forums :

- **Organic and natural product exhibitions:** Marjolaine, Vivre Autrement, Naturally, Vivez Nature, Permae (all in Paris)
 - **Tradeshows:** medFEL (Perpignan), Natexpo (Paris, Lyon), Natexpo International Tour (a touring event)
 - **The Zen & Bio exhibition network around France:** Zen & Bio (Nantes, Angers, Tours, Bordeaux, Lyon), Artemisia (Marseille), NaturaBio (Lille), Respire La Vie (Poitiers, Vannes, Rennes, La Rochelle)
 - **Wellness and Art de vivre shows:** Bien-être Médecine Douce (Paris, Lyon, Marseille), Les Thermalies (Paris, Lyon), Zen (Paris), Saveurs des Plaisirs Gourmands (Paris), Mednat & AgroBIO Expo (Lausanne, Switzerland)
 - **Senior citizen trade shows:** Forum des Séniors Bretagne (Rennes), Forum des Séniors Atlantique (Nantes), 50+days (Paris)
 - **Trend forums:** at its consumer events, SPAS unveils tomorrow's trends and showcases them on dedicated forums: Bio & Vegan, ViniBio, Le Rendez-vous de la conscience.
- A Selection Committee specific to each exhibition ensures that quality criteria are fulfilled for all products and services exhibited, in keeping with an ethical and environmental policy.

In connection with these shows which are the company's core business, SPAS Organisation also offers new services for the benefit of its exhibitors.

The marketplace sevellia.com

Dedicated to organic, natural and eco-friendly products, sevellia.com enables exhibitors to sell their products, before, during and after exhibitions. Sevellia.com boasts a total of 500 vendors and 27,000 product references.

Sustainable Development at SPAS Organisation

SPAS Organisation is involved in the certification process ISO 20121 – Sustainable Events. By obtaining ISO 20121 certification for all its shows, SPAS illustrates its commitment to exercising ever tighter control over its events' environmental impact.

The NATEXPO team:

Patricia Berthomier-Massip
Loïc Le Men
Pascale Boyer
Eric Faure
Valérie Lemant
Emily Gambaro
Florence Roublot
Solène Bryon
Carine Cantagrel
Marion Elie
Mathilde Lapersonne

President
Technical Director
Sales Director
Marketing Director
Event Manager
Project Manager International
Project manager France + regions
Project manager Development
Communications Director
Communications Officer
Communications Officer





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