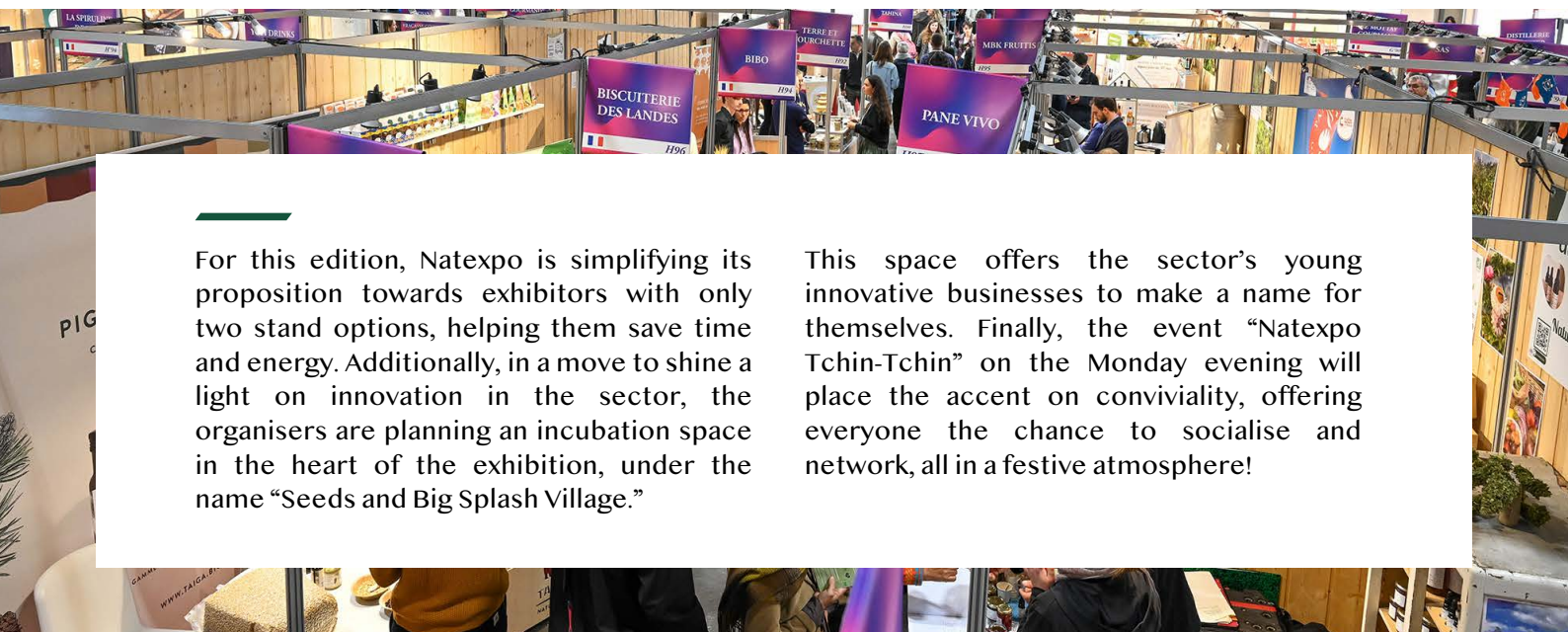




## A NEW, SHORTER AND MORE EFFICIENT **FORMAT:** the Lyon edition of Natexpo 2024 rings the changes!

Natexpo, the must-attend event dedicated to the organic sector, is lining up a 2024 Lyon show that has been redesigned to offer an experience in phase with exhibitor and visitor expectations and reflect market realities. The forthcoming event will be held at Eurexpo Lyon over two days, **Monday 23 and Tuesday 24 September 2024**. This shorter, more compact and more economical formula will help to mobilise the entire retail sector and make it easier for market players to take part. A revamped 2024 show focussing on innovation!



For this edition, Natexpo is simplifying its proposition towards exhibitors with only two stand options, helping them save time and energy. Additionally, in a move to shine a light on innovation in the sector, the organisers are planning an incubation space in the heart of the exhibition, under the name “Seeds and Big Splash Village.”

This space offers the sector’s young innovative businesses to make a name for themselves. Finally, the event “Natexpo Tchin-Tchin” on the Monday evening will place the accent on conviviality, offering everyone the chance to socialise and network, all in a festive atmosphere!

## AN EDITION **serving the market ecosystem and its players**

In a bid to support businesses, the Natexbio federation and SPAS Organisation have teamed up to grant a 10% discount to all exhibitors that are members of the trade associations COSMEBIO, FOREBIO, SYNABIO, SYNADIET and SYNADIS BIO. This partnership aims to reinforce the sector and encourage the participation of firms engaged in responsible approaches.

Natexpo's organisers are firmly committed to preserving the family spirit that has given the show its unique character. The positive feedback from the Lyon show's first registered exhibitors indicates the soundness of this new formula, maintaining conviviality without detracting from its business-targeted focus.

Natexpo remains a key gathering that offers the organic sector the opportunity to demonstrate its ability to innovate, change and pursue positive impact development. The previous edition drew 11,000 professionals together with 2,000 exhibitors and brands, also rewarding innovation through the 2023 Natexpo Awards.



**Monday 23 and Tuesday 24 September 2024**  
EUREXPO LYON - HALL 4 - FROM 9AM TO 6PM

For further information and to exhibit at Natexpo 2024, visit

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

### ABOUT...

**SPAS ORGANISATION** organises 22 events: shows dedicated to organic and natural products, wellness and art de vivre exhibitions, the Zen & Bio exhibition network in French regional capitals, and the digital marketplace sevellia. SPAS Organisation is the largest French organiser of tradeshow and consumer events dedicated to organic products, wellness, art de vivre and sustainable development. - [www.spas-expo.com](http://www.spas-expo.com)

**NATEXBIO** brings together the professional unions of organic processors and distributors in France. It is a member of IFOAM Organics Europe. - [www.natexbio.com](http://www.natexbio.com)