



NATEXPO LYON 2024 : A PIVOT EDITION MARKED BY ITS OPENING TO THE ENTIRE ORGANIC SECTOR, UPSTREAM AND DOWNSTREAM

Natexpo 2024 in Lyon is shaping up to be a decisive rendezvous for the organic sector. Scheduled for 23 and 24 September at the Eurexpo exhibition centre, the event is positioned as the essential gathering for all the sector's players. Adopting a new, fresh format, Natexpo offers professionals a moment in time that will foster discussions, collaboration and business opportunities.

The 2024 show embodies the pragmatic and promising development of this constantly changing sector, providing participants with a meeting hub where innovation, information and cooperation will be the name of the game.

A SIMPLIFIED PROPOSITION FOCUSING ON WHAT MATTERS MOST, AND A PLUS FOR SMALL FIRMS!

Natexpo has streamlined its exhibition options by offering just two stand formats, and has granted a 10% discount to all exhibitors who are members of the trade associations Cosmébio, Forébio, Synabio, Synadiet and Synadis Bio, all of which are partners of the NATEXBIO Federation. This collaboration aims to strengthen the sector and encourage the participation of sustainability-aware companies, this illustrating Natexpo's continued commitment to supporting and promoting the organic sector as a whole.

At the centre of the show, the incubation area christened "Gems and Big Splash Village" will shine a light on the innovation in the sector, offering young and innovative companies an

exceptional chance to enhance their brand awareness and show off their know-how.

Natexpo also offers a bespoke programme for independent shops, entitled "Les Magasins du Coin" ("Local Shops"). This programme combines sessions of educational and inspirational content, practical training on key organic retail issues and appointments arranged with selected exhibitors. In addition, logistical support will be available to help retailers get the most out of their experience at the show, ensuring a smooth and efficient participation in all the planned activities.

RALLYING TOGETHER IN LYON, ACROSS THE MARKET VERTICAL

A dedicated area will host institutional organisations such as the Natexbio Federation, Agence Bio, la Maison de la Bio, and trade associations and bodies such as Synabio, Synadiet, Synadis Bio, Cosmébio, Forébio, Bio Equitable, Bio Partenaires, Cébio and many more. These organisations will share presentations, round tables, analyses and outlooks, thereby providing visitors with the opportunity to interact freely and directly with the people who structure and support the organic sector.

On "La Scène" ("The Stage"), a space set aside for plenary and theme-based talks, the organic sector will have its platform: local players, institutional representatives, retailers, producers, processors and political figures will discuss the sector's trends and challenges.

This edition will therefore function as a dynamic meeting place fostering open and constructive dialogue between all the players in the market: specialist retail, mass retail, food service, e-commerce, etc.

In the same vein, and to reflect its festive atmosphere, Natexpo will have late night opening on Monday until 9.00pm for its musical aperitif party "Natexpo Tchîn-tchîn" ("Cheers!"). In addition, exhibitors can turn up for a free coffee every morning and enjoy an environment conducive to informal encounters and professional dialogue.



MONDAY 23 & TUESDAY 24 SEPTEMBER 2024
EUREXPO LYON - HALL 6 - FROM 9AM TO 6PM

For further information and to exhibit at Natexpo 2024, visit
<https://natexpo.com/>

ABOUT...

SPAS ORGANISATION is the largest French organiser of tradeshows and consumer events dedicated to organic products, nature, wellness and art de vivre. SPAS ORGANISATION organises 22 events, trend forums, and the digital marketplace sevelia.com
www.spas-expo.com

NATEXBIO The Natexbio Federation brings together the trade associations representing specialist organic processors and retailers in France. it is a member of IFOAM Organics Europe. <https://www.natexbio.com/>