



## NATEXPO 2024 IN LYON: MISSION ACCOMPLISHED WITH A REINVENTED AND EFFICIENT FORMAT FOR ORGANIC SECTOR PROFESSIONALS

The tradeshow Natexpo, held at Eurexpo Lyon, France, on 23 and 24 September 2024, once again rose to the challenge by reasserting its role as a key platform for players in the organic sector.

With a more compact format over two days, this edition made for more productive exchanges while maintaining the warm and convivial atmosphere that constitutes the event's distinguishing feature, according to initial feedback from participants.

### A SUCCESSFUL SHOW, BORNE OUT BY THE FIGURES



**2 times** more visitors per exhibitor than at the 2022 show. This result bears testament to the pertinence of this new formula.



**6,287** trade visitors came to explore the aisles of the show.



**10 %** international visitors, underlining the growing appeal of the event outside France.



**700** business meetings took place over these two days: a figure that illustrates the atmosphere conducive to exchange and business that reigned throughout the edition.

Florence Roublot, exhibition director, welcomed these results:



“ We wanted to create an edition that was even more in line with the needs of our exhibitors and visitors. The feedback we have received shows that we got the job done: people were happy with the quality of their contacts, and the overall enthusiasm reflects the importance of Natexpo in the organic profession's calendar. ”

## PRODUCTIVE EXCHANGE AND WELCOME CONVIVIALITY

Exhibitors displayed their satisfaction with the organisation and vitality of this year's show.



From an international perspective, Tressbrüder, a German exhibitor making its Natexpo debut, signed a substantial contract during the show, illustrating the international importance of the event. Meanwhile, **Alexandra Guerrero**, France Country Manager at Terrasana, the winner of a Natexpo Award, reacted:

“ A massive success! This 2024 exhibition exceeded all our hopes, such were the quality of our discussions and the convivial atmosphere at the show. Roll on, Natexpo 2025! ”

**Myriam Jourdan**, company director at Biodis, said:

“ The 2024 edition of Natexpo was an overwhelming success, bringing together suppliers and customers in a lively atmosphere conducive to dialogue. The event not only reinforced existing partnerships, but also paved the way to new commercial opportunities. ”

Separately, **Boris Le Goffic**, the founder of Endro, explained:

“ This show allowed us to show our new products to a qualified audience, and once again this year we had a very positive experience. We made a lot of good quality contacts. ”



In addition to the professional meetings, the 2024 edition of Natexpo was marked by moments of socialising and proximity. The operation **Local Shops**, a new feature this year, organised in association with Bio Linéaires, brought together nearly 70 independent organic outlets, which discussed their practices and future prospects, while also receiving training delivered by **Synadis Bio**<sup>1</sup> and **Diapasonia**<sup>2</sup>. The exhibition also saw the organisation of Natexpo Tchín-Tchín, a festive and musical night session open to both exhibitors and visitors, which reinforced the community spirit already in evidence at the show.

1\_ Trade Association of retailers specialising in organic products, health food and dietary supplements.

2\_ Diapasonia is a training organisation specialising in dietary subjects. 30 years of experience. The centre delivers remote training, online training, and organic product sales advisor training.



## NATEXPO 2025: A HIGHLY-AWAITED RETURN TO PARIS

The next edition of Natexpo will be held **from 30 November to 2 December 2025**, and will see the show make its big return to Paris Expo Porte de Versailles, an iconic venue at the heart of the capital. This relocation will be augmented with highlights and new features aiming to improve the visitor and visitor experiences:

**THE LAB**, a space redesigned for start-ups with a day of pitches and a special investor operation shining a light on the eco-entrepreneurs of the future.

A focus on the **« FRUIT & VEGETABLE »** sector, with a hub dedicated to the professionals working in this area and a programme with a rich programme of content

**« ORGANIC TAKES TO THE STAGE »**, a series of theme-driven forums dedicated to the major trends in the organic market, from retail to import-export and from cosmetics to dietary supplements.

**« ORGANIC DEALS »**, a new exhibition zone dedicated to affordable products to support retailers in their attempts to win over consumers on the lookout for pocket-friendly organic products.



The 2025 edition also promises to maintain its convivial atmosphere, with the return of the festive evening Natexpo Tchou-Tchou and the renewal of the operation Local Shops, following on from its successful debut in 2024.

### 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 20 events and trend forums. [www.spas-expo.com](http://www.spas-expo.com)

**NATEXBIO** is a federation that mobilises the action of its members - national trade associations representing specialist organic processors and retailers - as part of their relations with a multitude of public and para-public organisations and those of associated partners Cosmebio and Forebio. Acting to promote the effectiveness of its members and the consistency of their initiatives, Natexbio thus contributes to a collective drive, playing its part in the development and structuring of the organic market. [www.natexbio.com](http://www.natexbio.com)