

THE LAB BY NATEXPO:

The startup area
dedicated to the
eco-entrepreneurs of
tomorrow



November
30
to
December
2, 2025

Paris Expo
Porte de
Versailles
France

New
Location



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The Lab by Natexpo:

A dedicated district for startups
and eco-entrepreneurs of tomorrow

With a new format for 2025

Consumers, increasingly focused on healthy, local, and high-quality consumption, are now as concerned about the environmental impact as they are about the eco-responsible practices of the companies they trust. Concepts like zero waste, circular economy, and eco-technological innovations play a major role in the B2B2C sector, especially for players in the organic industry.

In this context, Natexpo presents Le Lab: a platform dedicated to companies to showcase their initiatives and innovative products, thus contributing to the growth of the organic sector while supporting brands and manufacturers in their CSR and RSM efforts.

This area will also host a pitch day.

**We look forward seeing you there.
Welcome to Natexpo.**

NATEXPO:

Key figures



ST
1 B2B international meeting

For the organic sector in France

900 exhibitors expected

Transformers - Distributors -
Producers - Importers -
Exporters - Wholesalers -
Certifiers - Institutions -
Service companies - Startups

3 DAYS

Meetings place and business



6 sectors
For a 360° coverage of the industry

- Organic food and wines
- Dietary supplements
- Cosmetics and hygiene products
- Ingredients and raw materials
- Eco-friendly home products
- Services and equipment for stores and brands

12 000 visitors expected

- Specialist organic retail, Mass retail, Alternative Grocery Stores, Loose goods, Mass retail, Purchasing
- platforms, E-commerce
- Manufacturers and processors
- Services, consulting, equipment
- Healthcare professionals, beauty, sport
- Other activities
- Wholesalers and import/export
- Catering
- Trade associations and bodies

Join us!

SPOTLIGHT ON THE LAB

Since 2018, Le Lab by Natexpo has been supporting the organic market on issues of waste reduction, zero waste, and sustainable development through a hub dedicated to innovative young companies offering solutions to make tomorrow's consumption more responsible.

1

Startup Village located just near the entrance of the trade show and the innovation aisle (New Products Gallery & Natexpo Awards Area)

Offering innovative products and/or services in terms of eco-responsibility, CSR, circular economy, zero waste, etc.

40

Startups expected

1

Pitch day

1

Highly qualified visitor profile

Industrialists, Processors, Distributors, Investors



Criteria for participating in The Lab :

Companies interested in participating to the Lab will be judged on the basis of their project and the size of their company (turnover for 2023 of € 500 000 maximum excl. VAT – please provide proof).

The company's project must align with one of the following themes:

Circular economy, zero waste, zero waste, sustainable development, CSR



YOUR EXHIBITION AT THE LAB



Non-contractual visuals

3 sqm space

- Partitions and structures
- Recyclable carpet
- Stand sign
- Lighting
- Electricity access (300W)
- Stand cleaning
- Furniture: 1 high table, 1 bar stool, 1 honeycomb shelf
- Internet access
- 6 lines of text in the trade show catalog
(text included - value of 50 euros)

1 Pitch day

- Tuesday, December 2, 2025
- Fully equipped space for your presentation
- Animation by Cécile Clicquot - Green News Techno
- A dedicated press release

1 Competition

- Professional jury
- Preliminary review of your project
- To be won: your free 3 sqm space at the next Natexpo

€1,718 excl. VAT

Registration fees included

A PRIME LOCATION



LAB AREA :
Close to the entrance
and
Next to the main aisle

**ENTRANCE
AND
NEW PRODUCTS GALLERY**



WHAT THEY SAY ABOUT IT



Benoit Savinel

Paké

The Lab is a great opportunity to meet new clients and partners. It is also an excellent opportunity to showcase your products and solutions through pitch sessions.

Laurène Pons

Panda pailles

Natexpo was a great experience: we found ourselves at the heart of a shared excitement, both with visitors and with other young exhibitors presenting innovative and committed projects.



Manon Saroul

Little Pots

Le Lab is all about enriching encounters, shared values, bright ideas, exceptional energy, and a positive outlook on the future... In short, a true breath of positivity! Fully recharged, here at Little Pots, we're already looking forward to participating in the next edition!

Paul Boutin

Popee

Natexpo's Lab was a unique opportunity to present our products to decision-makers in the organic industry, proving to them with our dynamic and committed booth that hygiene paper products can be attractive on a personal care shelf!



Laurence Beauvais

Les verts moutons

Define Natexpo's Lab in one word? Efficiency! This solution gave us the opportunity to meet a large number of our distributors and connect with new ones in a very short amount of time, with a turnkey booth and well-organized logistics.

TESTIMONIAL



Since its creation in 2018, **The Lab by Natexpo** has been a platform for expression and visibility for dozens of new ideas and innovation paths aimed at promoting more **sustainable** and **ethical** consumption:

- **Innovative ingredients and products** from the circular economy, **bio-based** or **upcycled**
- **Original solutions** facilitating the adoption of **bulk** and **short supply chains**
- **Innovations reducing water consumption**
- The **impact of packaging, waste production, or food waste...**

From these many editions, I retain a wealth of ideas in service of **low-carbon consumption**, reflecting a very strong dynamic within the ecosystem.

But also the **unique opportunity** that the **LAB** has represented:

- Beyond just a showcase for visitors, a space that fosters the creation of **synergies** between **startups**
- A place where they can **challenge each other** and grow more effectively

The **LAB** thus proves to be, year after year, a valuable source of **monitoring** on **eco-innovations**, complementing the rest of the trade show.

Cécile Clicquot de Mentque

Editor-in-Chief of Green News Techno, Host of THE Lab by Natexpo

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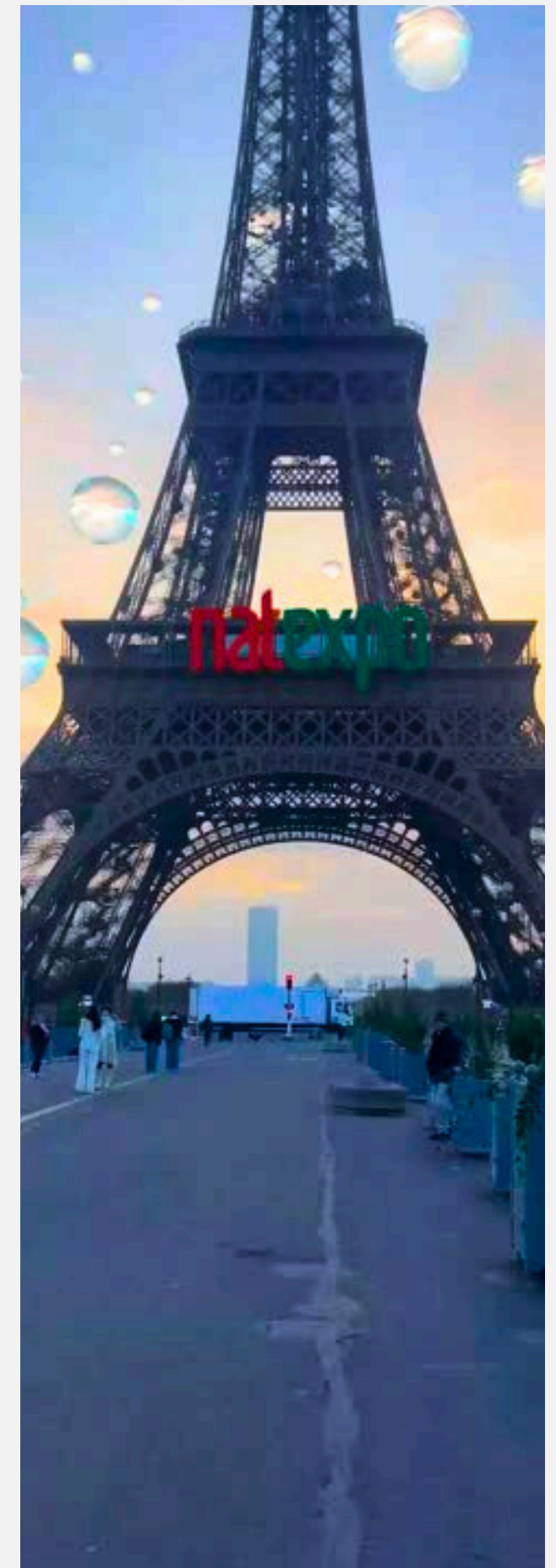
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