



## A RECORD EDITION AND CONFIRMED SUCCESS FOR NATEXPO 2017: THE REFERENCE TRADE SHOW IN EUROPE!

A perfect reflection of the vitality of the organic market in France and worldwide, NATEXPO has just posted a record-breaking 2017 edition. More than 14,800 visitors flocked into the exhibition aisles to discover all the latest developments underway in the French and international organic sector over the space of three days: 22, 23 and 24 October at Paris-Nord Villepinte Exhibition Centre. This attendance figure is 23% up on the previous edition in 2015! This exceptional audience comprised 13% of visitors from outside France, hailing from 70 countries all over the world.



NATEXPO has become a true industry reference event for all organic market players, with a record-breaking 850 exhibitors (up 50% on 2015). The show was officially opened by Stéphane Travert, the French Minister of Agriculture and Food. This is a first in the history of the show, and a tribute to the representative nature of the exhibition and its essential role in a fast-growing organic sector.

To cater to the expectations of professionals and further prolong the outstanding success of NATEXPO, the show will henceforth be held on an annual basis, alternating between Paris and Lyon. The next event will therefore take place next year at Eurexpo Lyon on 23 and 24 September 2018. This new edition constitutes a means of continuing to support the development of the organic market and offering increased representation to all the different organic regions in France.



23/24 september 2018 - EUREXPO  
HIGHLIGHTING ORGANIC TRENDS

AS SHOW BY NATEXPO ORGANIZED BY Spas www.natexpo.com



## 850 exhibitors: a 360-degree range

The 2017 edition of NATEXPO welcomed a record number of exhibitors: 850, an increase of 50% compared with the previous edition in 2015. The exhibition space in particular saw a spectacular increase in the number of exhibitors from outside France, with more than 200 compared with half that number in 2015. Exhibitors from all disciplines of the organic sector were in attendance: this year was the first in which all organic-related specialities were represented, with the exhibition sectors of "ingredients and raw materials" and "services and equipment for retail" making their debuts and rounding out the historical sectors of "organic food and wine", "health food and dietary supplements", "cosmetics and hygiene" and "household and personal products and services".

French and international buyers and decision makers were thus offered an exceptional opportunity to discover all the new developments in the organic market in a single location.

## Highlights score a hit

NATEXPO once again fulfilled its role as an innovation scout by shining a spotlight on the star products of tomorrow. More than a hundred talks and presentations were held throughout the three days of the show and were visited by thousands of professionals.

Among the main events happening at NATEXPO 2017:

- The **Natexpo Awards** paid tribute to the most innovative organic products launched over the past 12 months. Twelve products received prizes in four categories: organic food and wine, health food and dietary supplements, cosmetics and hygiene, and household and personal products and services.
- **Business meetings:** 800 face-to-face appointments were organised between 287 exhibitors and 135 visitors.
- The **NATEXBIO Economic Forum** featured about fifteen short talks organised by the NATEXBIO federation, offering economic and statistical insight into the organic market and its potential.



- The **Organic Trends Forum**: this forward-looking seminar area provided a view of the trends and pre-trends in store for the organic sector in 2020, in association with BIO LINEAIRES.
- The **New Product Gallery**: a strategic space where visitors could get an exclusive preview of exhibitors' innovations.
- The **1st Organic Ingredients Forum**: a place to meet experts and suppliers who offered their views on concrete case studies, in partnership with INGREBIO
- The **Organic Cookery Workshop**: Natexpo's visitors were invited to taste the dishes prepared with exhibitors' innovative products
- The **Organic Cheese Tasting Area**: highlighting organic dairy food at Natexpo.
- The **Cosmetics Innovations Village**: in partnership with COSMEBIO, this area hosted a range of features showing visitors the latest on-trend and innovative products! Throughout the show, they were invited to test products, listen to brands presenting their new products, and were also pampered...
- The **Dietary Supplement Area**: in partnership with SYNADIET, this venue for innovation and information offered the sector's buyers and sellers a chance to get up to date with the latest developments in the sector and develop their business and skills.



## NATEXPO to be held annually from 2018

NATEXPO will now take place on alternate years in Lyon, a major European city located at the heart of a leading region for organic production. The vitality of the organic market offers clear justification for increasing the frequency of an exhibition which will continue to support the sector and highlight the latest organic trends.



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NATEXBIO, the French Federation for the Organic Sector, a member of the IFOAM EU network, has among its members SYNADIS BIO, SYNADIET and SYNABIO, and relations with Cosmébio, FNAB, and France Vin Bio.

SPAS ORGANISATION is the largest French organiser of trade shows and consumer events dedicated to organic products, wellness, art de vivre and sustainable development. SPAS Organisation organises 25 events dedicated to organic products, exhibitions in wellness and art de vivre, the Zen & Bio exhibition network and the digital marketplace [sevellia.com](http://sevellia.com)

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