

nateXpo

PARIS 2023

INTERNATIONAL TRADE SHOW
FOR ORGANIC PRODUCTS

Where it all
begins

22-24 October 2023
Paris Villepinte - Hall 6



Bulk | CSR | Deposit | Eco-designed packaging | Eco-responsibility | Local | Organic | Vegan | Zero waste

www.natexpo.com

A SHOW BY **NATEXBIO**
Fédération des transformateurs et distributeurs bio

ORGANISED BY **Spas**
Organisation

100% trade-only

Fact file

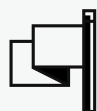
Number 1 international event

for the organic sector, in France



1,250
exhibitors expected

Manufacturers - Distributors - Producers
Importers/Exporters - Wholesalers
Certifying bodies - Official bodies
Service companies - Start-Ups



8 sectors

to cover every area of the organic product market

- Food
- Cosmetics & Hygiene
- Dietary Supplements
- ECO Products / ECO Services
- Ingredients & Raw Materials
- Services & Equipment for Retail and Brands
- E-Commerce Solutions
- Textile **Nouveau**



3 days

of meetings and business

12 content

and special feature forums

18,000

visitors expected

Specialist organic retail - Mass retail
E-commerce - Manufacturers - Wholesalers and importers - Pharmacies and drugstores
Healthcare professionals - Beauty and well-being
Collective and commercial catering



7 villages

for small and medium sized enterprises and start-ups

- Organic/Wine Incubator
- Cosmetics Village
- E-Commerce Village
- ECO Products & Textile Village
- Big Splash Food
- Big Splash Cosmetics
- The Lab





NATEXPO, THE MARKET'S REFERENCE EVENT

Acclaimed by all sector stakeholders in France and abroad, Natexpo has undisputedly become a must-attend event for professionals working in a fast-growing market.

Strong and continuous growth

- **+108 %** surface area from 2013 to 2021
- **+115 %** exhibitors from 2013 to 2021
- **+160 %** non-French exhibitors from 2015 to 2021
- **5 new sectors since 2015** : Ingredients and Raw Materials
The Lab - ECO Products / ECO Services – E-commerce solutions - Textile

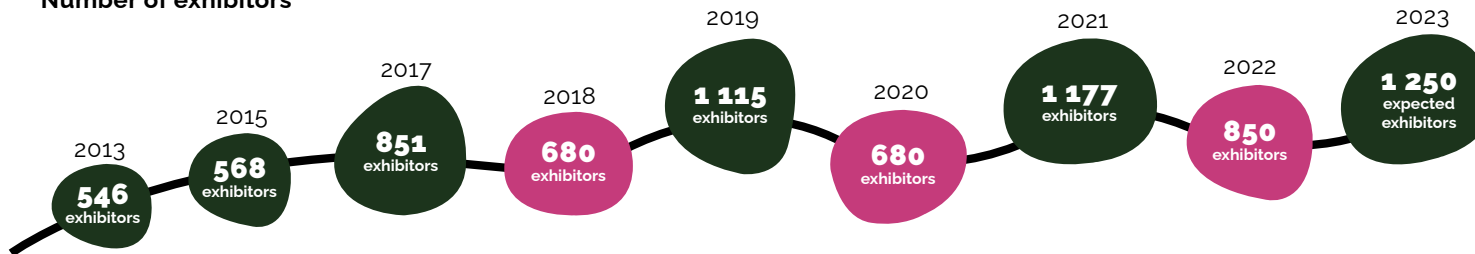
When loyalty goes hand-in-hand with results

- **1 exhibitor in 2 is new to the show**: the exhibition is an essential vector to achieve market penetration

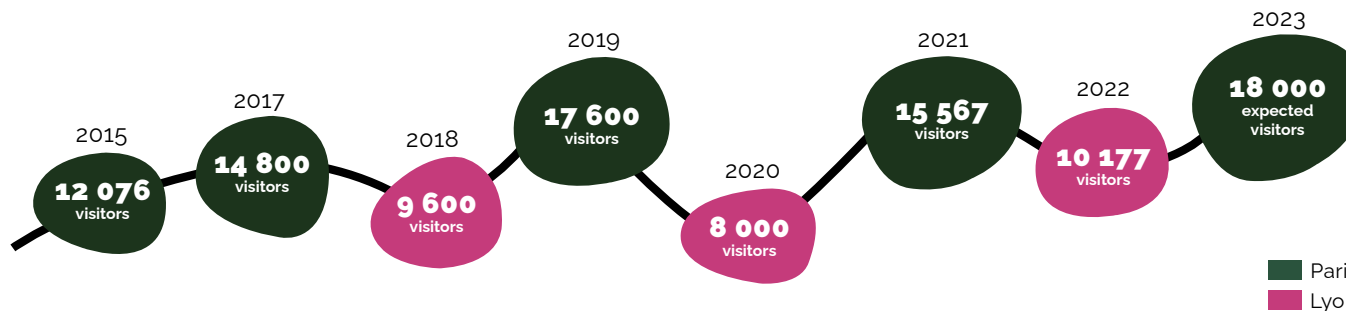
A high loyalty rate: proof of unfaltering trust

- **+70%** of the surface area is occupied by loyal firms representing more than half of the exhibitors by number.

Number of exhibitors



Frequentation



Paris
Lyon

Natexpo is like a first step, the first rung on the ladder to enter the big organic family, to meet and get to know one another.

Romain Ruth, FLORAME

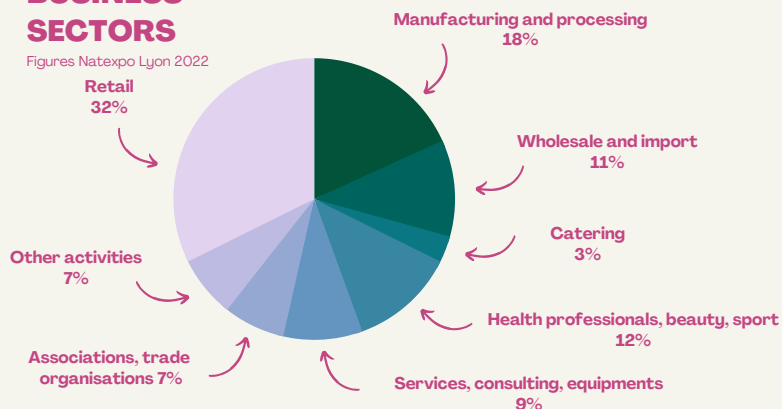




NATEXPO VISITORS

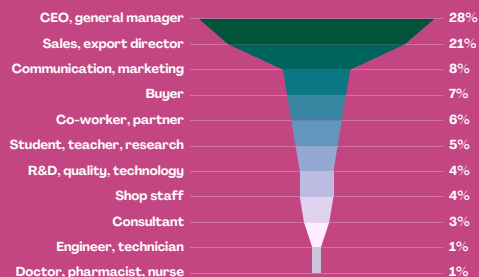
BUSINESS SECTORS

Figures Natexpo Lyon 2022



POSITIONS

Figures Natexpo Lyon 2022

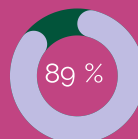


13%

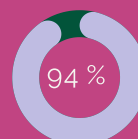
of visitors plan to open an organic shop

Figures Natexpo Paris 2021

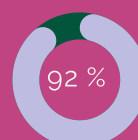
VISITORS' OPINION



of visitors are satisfied with their visit of Natexpo 2022



of visitors see Natexpo as the place to get information about organic trends



are acknowledging that Natexpo is the federating event for the entire organic sector in France



of visitors discovered new products



of exhibitors met visitors who had short- or long-term purchasing intentions

Source: Visitors and Exhibitors Survey 2022

THEY VISIT NATEXPO

Main retailers

Mass retailers and purchasing offices: Aldi, Auchan, Carrefour, Casino, Cora, E. Leclerc, Franprix, Galec, Intermarché, Monoprix, Provera, Scamark, Système U...

Specialist stores: Accord Bio, Bio c' Bon, Biocoop, Biomonde, Coopérative La Louve, La Vie Claire, Le Drive tout nu, Les Comptoirs de la Bio, Les Nouveaux Robinsons, Mademoiselle Vrac, Marcel & Fils, Naturalia, NaturéO, Nous Anti Gaspi, Queues de Cerises, Satoriz, So.bio...

Non-food retailers and department stores: Aroma Zone, Beauty Success, Botanic, Cultura, Galeries Lafayette, Gamm Vert, Go Sport, Herboristerie du Palais Royal, La Belle Boucle, Mademoiselle Bio, Nature & Découvertes, Printemps, Zodio...

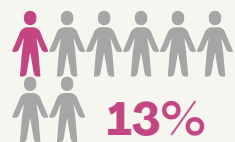
Pharmacies and drugstores: Aprium Pharmacie, Astera, Giphar, Hello Pharmacie, Laf Santé, Pharmavance, PharmaVie, Pharm O'naturel, PharmUp, newpharma.fr, Socopharm, Unipharm...

E-commerce: Amazon, Aurore Market, Beauté Privée, Bébé Boutik, Chronodrive, Green Niche, Greenweez, Houra.fr, Kazidomi, La Fourche, Leaves&Clouds, Onatera, Private Green, Veepee...

Hospitality: B&B Hôtels, Big Mamma, Cercle vert, Cojean, Economat des Armées, FoodChéri, Hyatt Regency, Lenôtre, Métro, Sodexo, Transgourmet...

International retailers: Alnatura GmbH, Bio Planet, Colruyt, Mercadona, NaturaSi, Whole Foods...

INTERNATIONAL AT NATEXPO



of international visitors

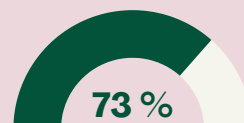
68

visiting countries

Top out-of-France visiting countries

1. Belgium
2. Spain
3. The Netherlands
4. Italy
5. Germany

and independants



of visitors come from a company employing less than 50 people



Natexpo is our opportunity to all come together, think about how we work in our shops, and about what we want to offer our customers. All this thinking, this is the place to share it with our teams. The aim is to open our minds a bit.

Antoine and Matthieu Thimonier,
Managers of four La Vie Claire shops



GLOBAL NATEXPO

Natexpo is the gateway for any organic market player wishing to develop in France, a tool to support French firms in their export business.

- Strong growth: **+160%** international exhibitors since 2015
- **250 international exhibitors**
- **Country pavilions:** Belgium, Italy, Austria, Spain, the Netherlands, Peru, Germany, etc.
- **BPI France Export** labelling: opportunity for the funding of a proportion of exhibition costs

bpifrance

- 13% visitors from **outside France**



International Forum

- An area created in 2019 in response to demand from companies wishing to develop **their export business**
- **Targeted appointments** arrange in advance with selected buyers by Business France
- **Market talks** to find out about the needs of international retailers and opportunities to capture



NEW DEVELOPMENTS IN 2023



Natexpo never stops innovating to support professionals in their development, whatever their sector. Take a look at the big new launches of the upcoming edition.

Circular Economy Discovery Tours

Following the successful Organic Ingredients discovery tour in 2022, we introduce the Circular Economy discovery tour to meet exhibitors displaying innovation in this area.

Make-your-own Cosmetics Workshop

For the first time, Natexpo will offer visitors the chance to formulate and make their own cosmetics products to address specific problems. They will then be able to take their work home with them!

Two villages: E-commerce et Textile

Small formats to highlight initiatives of two up-and-coming sectors.

And even more new features in the pipeline...



Three busy days, memorable encounters and the discovery of incredible brands with even more incredible people behind them.

Maison Ahouë



SPECIAL FEATURES

Natexpo places content centre stage: foresight, trends, workshops and talks, insight from specialists, innovation contests, etc.

- **Natexbio/La Maison de la Bio Forum**
- **Organic Trends Forum**
- **International Forum**
- **Cosmetics Innovations Forum**
- **Innovation Agora**
- **Dietary Supplements Forum**
- **Organic Ingredients Forum**
- **Retail brand talks**
- **Organic Ingredients Discovery Tours**
- **Circular Economy Discovery Tours**



Thematic Trails

6 Natexpo thematic trails to help visitors discover exhibitors and optimize their visit according to their centers of interest.



Natexpo Awards

- 1 jury of **17 professional experts**
- **16 winners in 8 categories**
- 1 international judges' **special award**



New Products Gallery

- Showcasing the new products that reveal the **latest trends of the moment.**



The Natexbio Challenge

- A **nationwide competition** to support **young innovative companies** in the organic sector, conducted by the Natexbio federation.
- A **free Village Stand** awarded to each of the 3 winners



A POWERFUL DIGITAL PRESENCE

Social media

- **A very strong community:** 75,000 committed players. LinkedIn 8k+ followers / Facebook 4.6k+ followers / Twitter 3.7k+ followers / Instagram 2.3k+ followers
- **Regular content** to highlight exhibitors and special features #LesPtitsNouveaux #Cestmonhistoire #JevisiteNatexpo

Natexpo Digital : content platform

- A **networking** module between visitors & exhibitors but also between exhibitors themselves.
- Special focus on the **new products** displayed in the New Product Gallery and the 2023 Natexpo Awards area
- Catch-up streaming of **talks** and live content

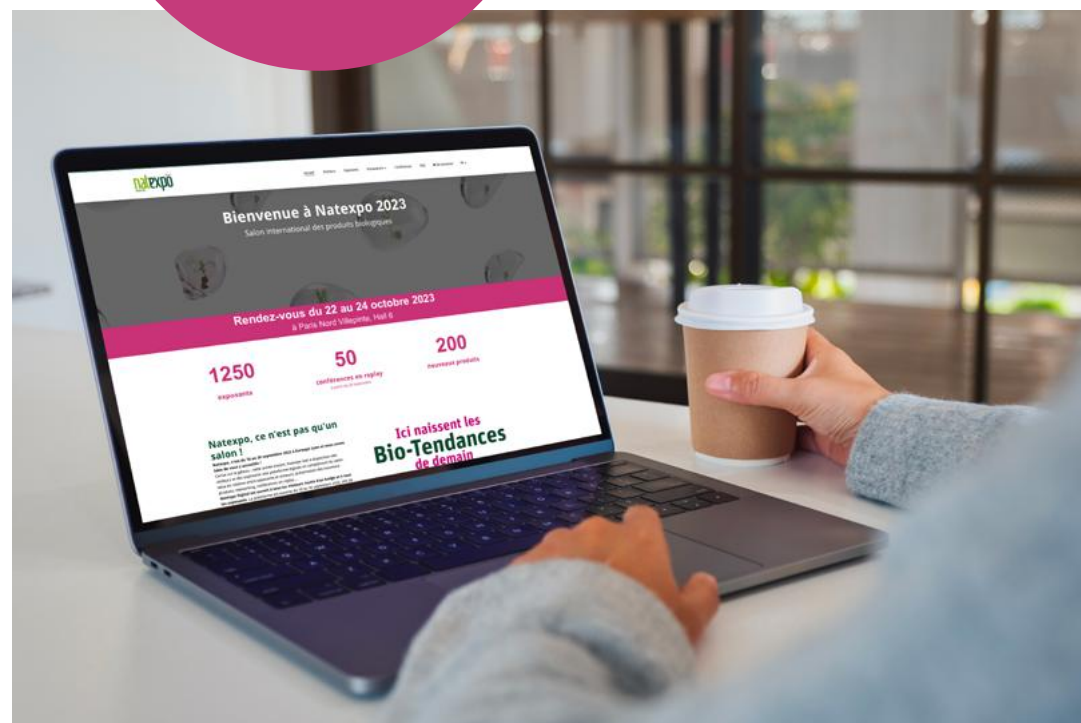
Natexpo webinars

- **Exhibitor coaching webinars:** special support for the show's exhibitors
- **Topical subjects** analysed by experts in a 1-hour live programme
- **The after-show:** to look back on the exhibition, discuss its pros and cons, and talk developments.

JOIN THE
NATEXPO
COMMUNITY

75,000 sustainability
focussed members

@Natexpo
#Natexpo2023





WHAT ABOUT COMMUNICATION?

What do we do to attract visitors?

- **E-invitations mail** out to former visitors, to exhibitors for their clients and to sector professionals
- **E-mailshots** sent out to lists of **former visitors**
- **E-mailshots** sent out to the databases of our media and institutional partners
- **Targeted and qualified** visitor direct marketing lists
- A network of **top French and International buyers**, accommodated through a VIP programme
- **Media partnerships** in France and abroad
- **International action plan:** Germany, Belgium, Spain, Italy, the Netherlands, United Kingdom, Ireland, Austria, Denmark, Sweden, Switzerland, Norway, Finland, Poland, Portugal, etc.
- **Media relations: Press releases** on themes (France and abroad) Comprehensive **press kits** - **Press conference** - Dedicated press office

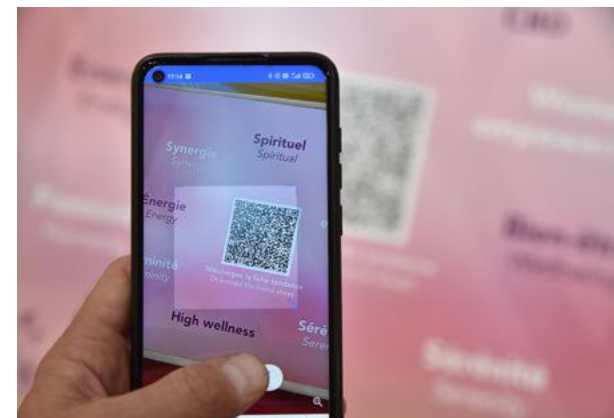
What can you do to stand out from the crowd?

It's all free of charge!

- **Invite** your clients, sales leads and partners
- Communicate on your **website** and **emails**
- Sign up for **business meetings**
- Publish your **press releases** in our Media section
- Use our **social media** feeds and communicate on yours
- Promote your **innovations** by entering the Natexpo Awards

Consider doing more!

- **Sponsor** a space at the show
- Organise a **special feature**
- Display a product in the **New Products Gallery**



A DEDICATED AND INVOLVED TEAM

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