

natexpo LYON 2024

INTERNATIONAL TRADE SHOW
FOR ORGANIC PRODUCTS

**Where it all
begins**

**23–24 SEPT. 2024
EUREXPO LYON - FRANCE**



Organic • Eco-Responsibility • Bulk • Deposit Return • Local • Eco-designed packaging • Zero waste • Vegan • CSR

www.natexpo.com

A SHOW BY

NATEXBIO
Fédération des transformateurs et distributeurs bio

ORGANISED BY

Spas
Organisation

A show by Natexbio, organised by SPAS



Comprising 3 organic trade associations and 2 associated partners

- **SYNABIO**: French association for organic food industries
- **SYNADIET**: French dietary supplements association
- **SYNADIS BIO**: French association for specialized retailers (organic & health food products and dietary supplements)
- **COSMEBIO**: French trade association for natural & organic cosmetics
- **FOREBIO**: Association for trade organisations of 100% organic producers

A national network and an ethical reputation

- The largest **organiser** in France of consumer and trade events dedicated to organic products, wellness, lifestyle and sustainable development
- **22** events per year
- **6 000** exhibitors / **500 000** visitors
- 1 digital **marketplace**: sevellia.com
- Commissioned by Natexbio to organize Natexpo since **2013**



NATEXBIO and SPAS together support the organic sector

As from 2024, a **10% discount** will be granted to all the exhibiting members of the **COSMEBIO, FOREBIO, SYNABIO, SYNADIET and SYNADIS BIO associations.**

Applicable on surface area only – Can be combined with the loyalty offer -- Details on request

Natexpo Lyon, new format



1 500 exhibitors and brands expected

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

10 000 visitors expected

Specialist organic retail - Mass retail - Alternative
Grocery Stores - Ecommerce - Manufacturers
Wholesalers and importers - Pharmacies and
drugstores - Healthcare professionals - Beauty and well-
being - Collective and commercial catering

6 sectors representing the organic sector

- Food
- Dietary supplements
- Cosmetics & Hygiene products
- Eco-friendly home products
- Ingredients & Raw materials
- Services & Equipment (stores and brands)



A compact format

2 days: **Monday + Tuesday**



A simplified stand offer

- **2 types** of stand: bare or fitted
- **Adapted** surface areas: 9 sq.m, 12 sq.m, 15 sq.m, 18 sq.m



An incubation space

with the show's main sectors

- The **Gems Village**: small stands at a highly attractive price, dedicated to small businesses from the organic sector.
- The **Big Splash**: a formula to grow up and swim in the big pool! Transition between the Village and the traditional stand. Unbeatable value for money.



Natexpo Tchín-Tchín

Champagne on stands and music on full blast!

On Monday, from 6pm until 9pm, after closing time, exhibitors can offer a drink to the visitors (and the other exhibitors!) at a concert organized by Natexpo.



A friendly environment

Come at the Organisers' office and enjoy a **cup of tea, coffee or hot chocolate** with the Natexpo team every morning before the show opens.

Natexpo, What the exhibitors say

“ An incredible Natexpo for Pimpant ✨. What a pleasure to explain our project to organic professionals. And what an incredible response! We are back home with plenty of distribution plans: the future looks bright!!! ”

PIMPANT, The Big Splash

“ My first Natexpo. An intense experience with a lot of contacts. This show will be a turning point for La Marmotte Gourmande. See you soon for new adventures 🚀 ”

LA MARMOTTE GOURMANDE, Organic Incubator

“ We just loved Natexpo this year and we can't wait to see you again in Lyon dear friends :) ”

MORICE, Food

“ Natexpo has provided an incredible platform to highlight our latest developments, meet key actors and explore new opportunities.

During these three days, we were able to share our passion for natural health, talk about our new products and collaborate with firms sharing our values.

The event has been a great inspiration to us and we are delighted to be part of this community of sustainability focussed professionals. ”

NORIA, Dietary Supplements

“ The Sonoco Team is full of energy after these 3 intense days and so many contacts.

Many thanks to all the firms who contacted and visited us! ”

SONOCO, Services & Equipment (stores & brands)

“ The Cosmebio Team spent 3 days at Natexpo, full of discussions and sharing! It is always a pleasure to meet the enthusiastic actors of the natural and organic world. 🌿

We are proud to partner with Natexpo every year. 🙌

Thanks to all the exhibiting and visiting Cosmebio members, it was nice to see you and to chat with you!

See you next year 🙌💚 ”

COSMEBIO, Cosmetics

“ A great edition and a wonderful personal and professional experience!

This 1st show was full of very enjoyable team moments and really beautiful encounters! ”

YIFIXIA, The Lab

“ It's THE meeting point for #organic actors! The perfect place to get up to speed on the latest trends, discuss the most innovative products and above all share unforgettable moments with our customers and our producers 🙏 ”

PRESTO'BIO, Food

Highlights on innovation & new products

93% of the visitors are looking for information about new trends and innovations in organics

Perfect:
natexpo
is THE answer!



The Gems Village & The Big Splash

- Accounting for 1 in 5 exhibitors*
- True concentrates of innovations, the Village and the Big Splash give up-and-coming businesses the opportunity to make a name for themselves in this constantly evolving market.

Natexpo Awards

- 200 to 300 entries each year
- Entry is free of charge for exhibitors
- Originality, innovation, consumer benefits
- 10 categories + 1 International Special Mention
- A jury made up of professionals, experts and journalists
- A special showcase for the winners



New Products Gallery

- A true mirror of the endless inspiration of organic players
- The favourite feature of visitors
- 81%* of visitors want to discover new products

Natexbio Challenge

- 2024 edition, the 5-year anniversary
- French programme aimed at supporting innovative projects in the organic sector, organised by the Natexbio Federation
- Free stand on the Gems Village for the 3 winners



Newbies

- 32% of exhibitors have never previously taken part in the show*
- 74% of visitors wish to meet new sustainably-minded exhibitors*
- A dedicated theme trail
- A special focus on social media

Massive communication

1

A strong media campaign

- Advertisements and editorial content in France and abroad
- Targeted partnerships
- Media relations
 - 8 theme-specific press releases
 - 1 comprehensive press kit
 - 1 press conference
 - 1 dedicated press office

2

Intense direct marketing actions

- E-invitations sent out to former visitors and exhibitors
- E-mailshots sent out to lists of former visitors
- E-mailshots sent out to the database of our media and institutional partners
- Targeted and qualified visitor direct marketing lists
- 2 000 VIP invitations sent to top French and international buyers

3

Trend book

- Every year, Natexpo analyses the trends that will shape tomorrow's world
- Including: trends of the year, what's new at Natexpo, Natexpo Awards, feature programme, etc.
- In collaboration with the trend agency, TREND SOURCING

4

A powerful digital presence

- Active social media feeds all year long
 - Followers: LinkedIn 10k - Facebook 4.8k - Instagram 3k
 - Daily activity, on all networks
 - Highlights and tags of exhibitors: #theorganicintrepids, #thenewcomers, #shareyourstory, #focuson
- A strong website: + 330 000 page views
- Google Ads and Facebook Ads campaigns

Join the
Natexpo
community

75 000
sustainability focussed
members

@Natexpo - #Natexpo2024

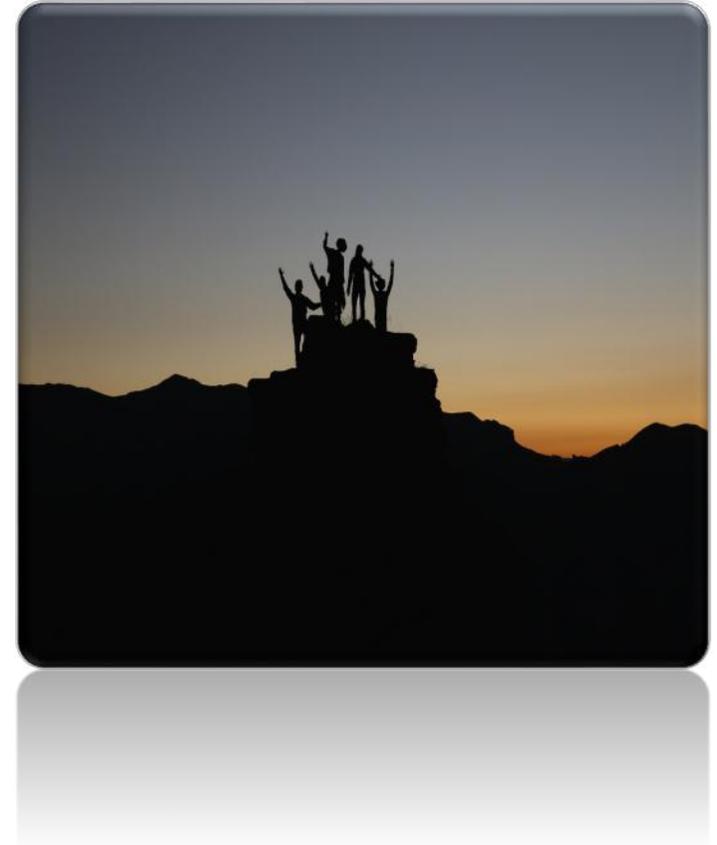


Natexpo: impossible to ignore!

For a successful show: you must be seen

It's
free!

- ★ **Invite** your clients, sales leads and partners
Thanks to our free and unlimited e-invitations
- ★ Communicate on your **website** and **emails**
Using our customisable banners
- ★ Sign up for **business meetings**
- ★ Publish your **press release** in our Media section
Before the show on our website and during the show at the Press Office
- ★ Use our **social media** and communicate on yours
#Natexpo2024
- ★ Promote your innovations by entering the **Natexpo Awards**



And why not...

- ★ **Sponsor** a space at the show
- ★ Organise a **special feature**
- ★ Book a **promotional tool**
Your logo on floor tiles, your product in the VIP bags...
- ★ Display a product in the **New Products Gallery**
For a threefold visibility: at the show, on the website, in the catalogue

Your contacts

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Want to join a French regional pavilion ?

Auvergne-Rhône-Alpes : Cluster Bio

Brittany : Bretagne Commerce International & Interbio Bretagne

Centre : Dev'up

Grand Est : CCI Grand Est

Hauts de France : Comité de Promotion Nord Pas de Calais & Aprobio

Nouvelle Aquitaine : Interbio Nouvelle Aquitaine

Occitanie : Ad'Occ

PACA : ARIA Sud

Pays de la Loire : Food Loire