

MEDFEL 2009: Inaugural event crowned with success



The 1st Euro-Mediterranean Fruit & Vegetable International Business Trade Fair, held in Perpignan on 28th, 29th and 30th April 2009, proved to be a great triumph.

With almost 200 exhibitors from Mediterranean countries, 166 fruit and vegetable traders, producers and 27 refrigerated and frozen food transport and logistics suppliers able to supply food just-in-time all the time, Medfel amply exceeded the organisers' expectations.

The trade fair brought together a great range of Mediterranean produce, which accounts for 20% of fruit output and 15% of vegetable production worldwide. In addition, in the context of just-in-time distribution, the fair was attended by transport and logistics suppliers who ensure a continuous flow of fruit and vegetables to all the countries of Northern, Western and Eastern Europe.

By the end, all the participants were delighted with the high quality trading opportunities, the professionalism of the visitors and the international character of this inaugural event. Reports suggest that many deals were completed with the 3,231 buyers from France and abroad (20% of visitors) recorded as having attended over the 3 days.

In tandem with the trade fair, lectures and agoras in a televisual format added to the richness and dynamism of life at the trade fair. Topics addressed were as diverse as sea, land and river transport, the Euro-Mediterranean, the outlook for Europe and the Mediterranean, water, plant health issues, production lines, marketing and "**The Europêch' European summer fruit harvest forecasts**".

To download the forecasts and soon agoras video, [click here](#)

Inaugurated by the President of the Languedoc-Roussillon Region, Mr. Georges Frêche, in the presence of the Moroccan Consul in Montpellier, Mr. Abdelfettah El Kadiri, the trade fair closed on a very positive note, with most exhibitors wishing to reregister.

In a Euro-Mediterranean context, Medfel began to bring the North and the South of the Mediterranean much closer together. This augurs well for the future, starting with the next trade fair.

Located at the heart of this agricultural area, it is Medfel's mission to become **the strategic meeting place for traders and buyers/importers from Europe and from every other continent.**

Make a note in your diary:

the next trade fair is already scheduled for 4th, 5th and 6th May 2010 in Perpignan!

[Photo library](#) soon available

For more information : www.medfel.com

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