

**PRESS RELEASE**

**[SAVE THE DATE]: MedFEL takes place from 24 to 26 April 2019 in Perpignan**

Organised by the Occitania / Pyrenees-Mediterranean Region and the AD'OCC regional economic development agency, medFEL will be held **from 24 to 26 April 2019 at the Perpignan Exhibition Centre**. The international business event for the fruit and vegetable sector will focus this year on super fruits: persimmon, pomegranates, kiwis and blueberries.

MedFEL is the largest French fruit and vegetable event, acting both as a hub for international business within the industry and a showcase for major trends in a constantly changing sector. The extensive floor space set aside for organic produce makes it **the largest exhibition area for organic fruit and vegetables in France**.

Over two and a half days, medFEL attracts more than 6,000 visitors, **including 120 major international buyers recruited by the AD'OCC agency**. The event will give rise to over 5,000 pre-scheduled and qualified business meetings. French and international supermarkets attend as well as organic chains and new alternative distribution networks.

MedFEL puts innovation at the heart of the event by organising **the FEL'INNOV challenge**, a competition designed to throw up solutions for improving the performance of farming and fruit and vegetable companies.

**Carole Delga, Chair of the Occitania / Pyrenees-Mediterranean Regional Council:**

*“Since its creation in 2009 by the regional council with the support of AD'OCC, medFEL has become a pivotal event for players in the fruit and vegetable sector. Generating turnover of more than €700 million and nearly 35,000 jobs, the fruit and vegetable industry plays a key role in our region’s agriculture”.*

Year	Event	Produce highlighted	Exhibitors	Visitors
<b>2019</b>	<b>11<sup>th</sup></b>	<b>Persimmon, pomegranates, kiwis and blueberries</b>	-	-
2018	10 <sup>th</sup>	Garlic, onions and shallots	250	6,037
2017	9 <sup>th</sup>	Sweet potatoes/potatoes	247	6,362
2016	8 <sup>th</sup>	Lettuce	246	6,122
2015	7 <sup>th</sup>	Apples	240	5,855
2014	6 <sup>th</sup>	Melons	241	5,315
2013	5 <sup>th</sup>	Citrus fruit	225	4,894
2012	4 <sup>th</sup>	Tomatoes	214	4,321
2011	3 <sup>rd</sup>	Strawberries	228	3,700
2010	2 <sup>nd</sup>	Apricots	250	3,340
2009	1 <sup>st</sup>	None	183	3,231

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