



Save the date!

September 2019

medFEL 2020

The business meeting for fruit and vegetable market players committed to progress

The next edition of medFEL, the international event for the fruit & vegetable sector in France, will be held on **22 and 23 April 2020** at Perpignan Exhibition Centre.

Sponsored by the Occitanie / Pyrénées-Méditerranée Regional Authority and organised by the regional economic development agency AD'OCC and SPAS Organisation, medFEL 2020 expects to play host to 250 exhibitors and 6,000 visitors over the two-day event, offering a comprehensive overview of the market.

New challenges, a new ambition!

With its new format condensed into just two days, medFEL 2020 asserts its role as a business-focussed, compact, efficient and sourcing-oriented tradeshow.

Identifying the requirements in each segment and taking on board consumer expectations and environmental factors are the structural foundations of this new edition.

medFEL 2020 is the only show in the European calendar to offer a platform to progressive market players who develop positive initiatives to address the ambitious demands emanating from society in terms of environmental protection, waste reduction, alternatives to plastic, market proximity, CSR, organic products, soil conservation, etc.

medFEL, federating the French regions

What's the purpose of medFEL 2020?

Gather together all the regions in France and offer market players an opportunity to get up-to-date and contribute their own experience of the initiatives they have conducted. These are points that will make a difference among French and international buyers.

medFEL, the only genuine sourcing tool in France for French and international buyers in the fruit and vegetable category

Mass retail chains, import/export firms, group purchasing organisations, wholesalers, organic retailers, catering firms, processing manufacturers.. in fact, all the professionals in search of fruit and vegetables will be in attendance at the only French event entirely dedicated to this sector and where market operators, processing, packaging, transport and logistics suppliers, service companies and start-ups will all be exhibiting.

International business, a development vector for all exhibitors, will naturally lie at the heart of the visitor campaign. Pre-arranged business meetings will be organised with VIP buyers from countries considered by participants as essential.

Content at the heart of the show

Major industry trends, harvest forecasts, meetings with official bodies, market prospects, consumer insight, accounts from regions on the initiatives they have taken: all the talks and debates this year will be held in the heart of the show.

An event by:

Organised by:



medFEL 2020

22-23 April 2020

Perpignan Exhibition Centre

www.medFEL.com

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About Ad'Occ:



AD'OCC: SUPPORTING BUSINESS DEVELOPMENT AND BOOSTING JOB CREATION

The regional economic development agency supports companies in the Occitanie / Pyrenees-Mediterranean region at each stage of their development: creation, **set up, innovation, growth, funding, export**, transfer of ownership, while strengthening regional attractiveness and acting as a beacon for talent.

The agency is the Occitanie region's armed wing for economic development, innovation and job creation. It deploys regional funding mechanisms in order to anchor employment firmly within the territory.

AD'OCC is a **responsive, highly-skilled and efficient** local point of contact to answer all the needs of regional businesses. With a comprehensive range of support packages, project leaders can find assistance and solutions to meet development challenges and objectives. The agency's action is guided by three core principles: agility, simplicity and performance.

About SPAS Organisation:



SPAS Organisation is the largest French organiser of trade shows and consumer events dedicated to organic products, wellness and art de vivre. SPAS Organisation organises 28 events: organic product trade shows and consumer exhibitions in Paris and around France, trend areas and a digital marketplace.

- **Tradeshows:** Natexpo (Paris, Lyon), Natexpo International Tour (a touring event) medFEL (Perpignan)
- **Bio et Nature exhibitions in Paris:** Marjolaine, Vivre Autrement, Naturally, Noël en bio, Vivez Nature, Permae
- **The Zen & Bio exhibition network around France:** Zen & Bio (Nantes, Angers, Tours, Bordeaux), Artemisia (Marseille), NaturaBio (Lille), Respire La Vie (Poitiers, Vannes, Rennes, La Rochelle), Vivez Nature (Lyon)
- **Wellness and Art de vivre shows:** Bien-être Médecine Douce and Thalasso (Paris, Lyon, Marseille), Les Thermalies (Paris, Lyon), Zen (Paris), Saveurs des Plaisirs Gourmands (Paris), Mednat & AgroBIO Expo (Lausanne, Switzerland)
- **Trend forums:** at its consumer events, SPAS unveils tomorrow's trends and showcases them on dedicated forums: Bio & Vegan, ViniBio, Go Healthy, Le Rendez-vous de la conscience.
- **Sevellia.com:** an online marketplace for organic and natural products with 375 traders and 22,000 product references.

www.spas-expo.com