



The essential meeting for the Fruit and Vegetable sector in France

Press release: medFEL
November 2022

Following a 2022 edition that reunited the sector, marked by the enthusiasm of all Fruit & Vegetable stakeholders, medFEL stands out as the must-attend event for all professionals working in this domain!

**In 2023, medFEL will be held
on 26 and 27 April
at Perpignan Exhibition Centre**

As a genuine **venue for exchange between the sector's sustainable players**, both exhibitors and visitors, medFEL is an exhibition owned by the Occitania / Pyrénées-Méditerranée Regional Council, organised by the regional economic development agency AD'OCC and SPAS Organisation. In addition to providing a forum at which Fruit & Vegetable professionals can meet, **medFEL is also an event packed with information and content**, with insight from experts **sparking debate around the challenges and topical issues of the sector**. Naturally, the **European forecasts for summer fruit harvests, the hallmark of medFEL, lie at the heart of the programme**.

MEDFEL 2023, STRONGER THAN EVER IN ITS COMMITMENT

Following a 2022 edition that was the backdrop for healthy commercial dealings between professionals, multiple business meetings, and top-class talks on the issues in the sector, medFEL 2023 has set the bar even higher to rise to the expectations of the sector's players and consumers. In view of the geopolitical context and pressing climate challenges, all the links in the vertical must face up to economic and ecological concerns: water, energy and food sovereignty will lie at the heart of the matter in 2023.

230 French and foreign exhibitors, all committed in sustainable and eco-responsible initiatives, are expected at medFEL and will be divided up into **seven exhibition sectors**: production, import/export, transport & logistics, packaging, processing/equipment, and engineering. This year, medFEL is welcoming a new sector: **medFLOR, dedicated to cut flowers and seeds**.

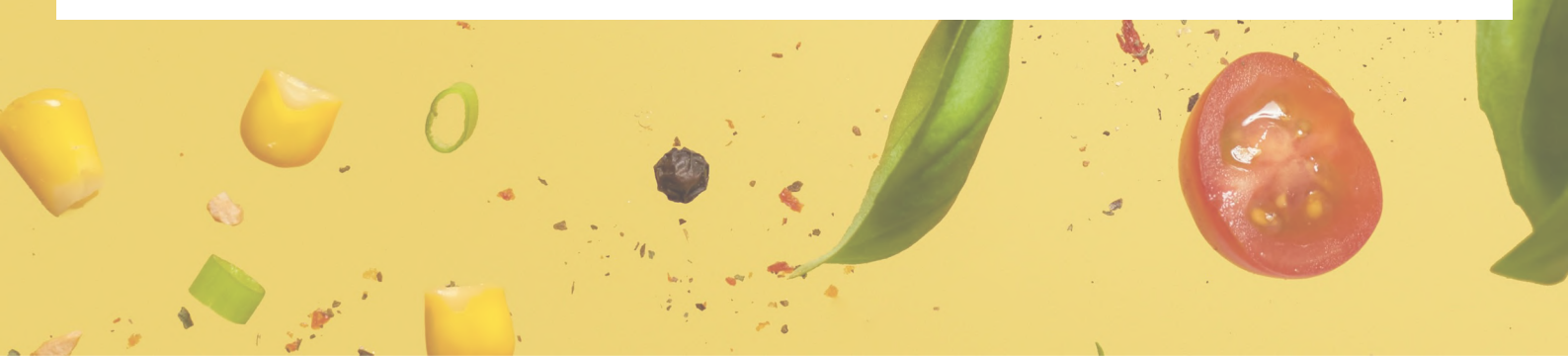
These exhibitors will meet **4,000 targeted visitors**, sector professionals (mass retail, specialist retail, wholesale, out-of-home foodservice, processing companies, etc.) looking to exchange with peers and build new commercial partnerships. The International Top Buyer programme will also be reconducted this year to bring targeted decision makers face-to-face with local players, thus creating brand new business streams to boost their export sales.

INNOVATION, THE HIGHLIGHT OF MEDFEL

medFEL positions itself as a resource to support the market vertical, enabling all players to obtain the keys to respond to today's challenges. This 2023 edition is held under the banner of eco-responsible initiatives: labels and certification that protect health and the environment, eco-logistics, new packaging, etc.

This year more than ever before, the show offers pride of place to innovation in the sector, thanks to **Lab'Innov by medFEL, a true innovation forum**, which is expanding to welcome even more start-ups involved in addressing challenges of the future and offering innovative products and/or services.

Innovation in the sector in France is also in evidence through **the emergence of new ranges that are now produced in France**— and particularly in Occitania — such as nuts and legumes. medFEL is extending its offering to these new ranges, which hold high potential for the future and reflect new consumer trends such as increasing plant content in meals.





medFEL 2023

26-27 April 2023

Perpignan Exhibition Center

www.medFEL.com

MEDFEL: ALSO TOP QUALITY CONTENT

Content is now part of the very essence of medFEL which, since the Covid crisis, has displayed its ability to bounce back and stay close to the entire sector, in particular thanks to medFEL Tuesdays, launched in 2021. This digital format has provided an opportunity to reveal the forecasts for summer fruit harvests in Europe – the hallmark of the event – at precisely the right time, thus reaffirming medFEL's legitimacy and credentials. medFEL Tuesdays will continue to be held every year in May as a platform for the timely announcement of European forecasts for peach and nectarine harvests.

On site during the physical show, **the European forecasts for summer fruit harvest will bring informed answers to the interrogations of market players.** These are part of a full content offering laid on by medFEL, with a **highly extensive programme featuring 25 talks**, round tables and debates to offer answers to the many issues in the Fruit & Vegetable sector, especially **in the area of sustainability.**

Among the main topics discussed during the two days of the show, Florence Rabut, editor-in-chief of Végétale, the partner of medFEL, will host round tables on three major themes: "What prospects for the organic market?", "Putting value back into food: how can it be achieved?" and "Rethinking water management in a world in transition."

2 Special Guest Speakers will once again this year convey the medFEL commitment, and will bring their analysis of the challenges of the sector, from an economic and sociological perspective.

ORGANIC AT MEDFEL SHINES BRIGHT IN OCCITANIA

For more than 10 years, medFEL has spread its influence in Occitania, the second biggest production region in France for Fruit & Vegetables - and the **leading region for organic food and for the number of products holding a label.**

Perpignan is the leading dispatching hub in Europe for Fruit & Vegetables. The vocation of medFEL is therefore to gather all the most responsible and sustainability-committed players from all over France and abroad. It does this by offering an exhibiting platform to eco-responsible fruit & vegetable producers, but also to all the companies in the sector who protect the environment and are sensitive to ecological issues.

The **Organic Market by medFEL will be an opportunity for exhibitors to display their organic products at the show entrance itself**, allowing visitors to discover their labelled offering and locate them effortlessly at the show thanks to a dedicated visitor trail: the Organic Road by medFEL.





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MEDFEL OPENS TO A NEW SECTOR

The commitment to eco-responsibility is the essence of medFEL.

This year, the show is opening up to a **new sector dedicated to cut flowers holding an eco-friendly label** to cater to the demands of ever more sustainability-conscious buyers.

Welcome to medFLOR!
The sector dedicated to
100% eco-responsible and labelled cut flowers.

Entirely consistent in its approach with the medFEL identity, this new sector sends the same message: the need for transparency and the search for eco-responsibility at all levels of the value chain. Indeed, there is increasing consumer interest for the purchase of eco-responsible flowers; specialist retail, wholesale and mass retail are under the obligation to offer these products and display their origin and ad hoc labels.

medFLOR thus expands the medFEL offering through a BtoB village dedicated to players fully committed to sustainability from the cut flower sector. This new proposition asserts a specific position in the trade event landscape in Europe: a business-conducive, compact, efficient and sourcing-oriented exhibition.

medFLOR reflects the consumer trends in favour of the purchase of labelled flowers, grown without pesticides in an eco-responsible approach. From producers, wholesalers, and official bodies to buyers, mass distribution, florists and sector professionals...

More than 1,500 targeted professional visitors are expected to come and meet the exhibitors in this new sector!





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More information on www.medfel.com

Stay up to date on the latest developments from medFEL on social: #medfel2023



ABOUT AD'OCC

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 the appeal of the region.

[Download the Agence Ad'Occ press kit \(in French\)](#)

ABOUT SPAS ORGANISATION

SPAS ORGANISATION is the **largest French organiser of tradeshows and consumer events dedicated to organic products, wellness and art de vivre**. SPAS Organisation organises 25 events: organic, consumer and trade exhibitions in Paris and around France, trend forums, and a digital marketplace.

[Further information and exhibition calendar here.](#)

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