



PRESS RELEASE

medFEL is back on 24 and 25 April 2024,
in Perpignan, France

December 2023

med
FEL
2024

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.

Every year, medFEL is a high point in the calendar allowing Fruit and Vegetable market professionals to get together in a genuine venue for dialogue between professionals committed to sustainability. The exhibition's teams are already hard at work to take things a step further and offer the sector a fruitful edition.

medFEL 2024 looks forward to welcoming you on 24 and 25 April at Perpignan Exhibition Centre

A 2024 SHOW HIGHLIGHTING ALL PRODUCTION SECTORS

Following a 2023 edition marked by a remarkable buzz widely shared by all the industry professionals present, medFEL 2024 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 current climate challenges, consumer expectations are evolving. Industry players must face up to unprecedented technological, economic and ecological issues: **climate change prompting new forms of production, artificial intelligence, increased plant-based food and the challenges of organic farming will lie at the heart of the matter in 2024.**

250 French and foreign exhibitors, all engaged in sustainable and eco-responsible initiatives, are expected at medFEL and will be divided up into **six exhibition sectors**: production, import/export, transport & logistics, packaging, processing/equipment, and engineering. This year, medFEL is also opening up to **4th and 5th range** products in addition to the broadening of the product offering and production variety.

The show expects to welcome **5,000 targeted visitors**, sector professionals (mass retail, specialist retail, wholesale, foodservice, processing companies, etc.) looking to exchange with peers and build new commercial partnerships. The VIP Buyer programme will also be reconducted this year to bring targeted international decision makers face-to-face with local players, thus creating brand new business streams to boost their export sales.

The programme is backed up by a Mass Retail Top buyers component to guarantee the attendance of leading retail chains.

MEDFEL, A PLATFORM FOR THE LATEST NEWS AND HIGH QUALITY CONTENT

The fruit and vegetable sector is full of challenges. Increasingly, consumers are looking for products that are both healthy for them and good for the environment. Producers need to diversify and adapt to market developments, digital crop optimisation and climate change. All these topical issues will be discussed at medFEL during the series of talks and round tables.

These debates and panel discussions will be hosted by Florence Rabut, editor-in-chief of Végétale, and Olivier Masbou, associate journalist at Socopag. Discussions will focus on three exciting and topical subjects:

- Can artificial intelligence revolutionise our meals?
- Climate change: “new” production verticals
- Organic: how to reinvent itself
- along with other debates to be revealed in the coming weeks.

medFEL can once again count on the participation of **two Special Guest speakers**, a feature in the show that dates back to 2022. They will convey the medFEL commitment and offer their perspective on the main challenges facing the profession. At the 2024 show, the navigator Isabelle Autissier and the European civil servant Tomás García Azcárate will join us to offer top quality content.

Without forgetting the traditional European forecasts for summer fruit, a genuine highlight of medFEL each year: melons and apricots live at the show and peaches/nectarines as part of “medFEL Tuesdays” on 21 May 2024.



MEDFEL IN OCCITANIA: THINK LOCAL, ACT GLOBAL

For more than 15 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 also, it can be recalled, 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.



CONTACT US

More information on www.medfel.com

Stay up to date on the latest developments from medFEL on social: [#medfel2024](https://twitter.com/medfel2024)



ABOUT AD'OCC

The regional economic development agency supports companies in the Occitanie / Pyrenees-Mediterranean region at each stage of their development: creation, establishment, innovation, growth, finance, 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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