



# PRESS RELEASE

Producers rally together at  
medFEL 2024!

*February 2024*



The **essential gathering for the Fruit and Vegetable sector** is gearing up for a **more productive** and **fruitful** show than ever before, on 24 and 25 April 2024 at Perpignan Exhibition Centre.

As the benchmark event for the sector in France, medFEL reasserts its unique and much-touted positioning as the **key moment to meet and exchange** with all the sustainability-conscious players in the supply chain. As at every edition, business deals, summer fruit harvest forecasts, insight into market trends and societal expectations will feature at the heart of the show.

## WE LOOK FORWARD TO WELCOMING YOU TO AN EXCEPTIONAL EDITION

### PRODUCERS OUT IN FORCE

The leading players in the French and international markets have confirmed their attendance, with an unequalled representation of fruit and vegetable producers.

At this 2024 edition, **23% more producers** have signed up to exhibit than at the previous show.

Among them, France Food, Le Vieux Pointet and Culture Pom' are delighted to join the adventure.



*"We are specialists in the year-round production and distribution of soft fruit. medFEL is an **unmissable show** in the south of France in terms of production and trade for fruit and vegetables. That is why **it is a necessity for us to take part**. To be able to **meet our producers and our customers!**" - France Food*

*"We are a fruit producer that goes back three generations in the Southeast of France. Our 20-year-plus commitment to organic farming illustrates our desire to offer healthy fruit while protecting our terroir. We have chosen to exhibit at medFEL **to come and meet our customers and chat with our potential clients**. The show will allow us **to boost our visibility!**" - Le Vieux Pointet.*



*"We produce, pack and market potatoes. We think that medFEL will help us **increase our customer portfolio!** It will additionally enable us to **meet our customers** in another setting." - Culture Pom.*

## INTERNATIONAL OFFERINGS ON SHOW

But that's not all! A **multitude of international exhibitors** are also joining this upcoming show!

Among the highlights in 2024: a new **Greek pavilion, Italy** with the Turin market of national interest, and the return to the show of **Algeria with its Ministry of Trade and Export Promotion.**

Without forgetting the attendance of companies from **Spain, Switzerland, Poland, Morocco and New Zealand.**



**THIS EDITION IS ONCE AGAIN SHAPING UP TO BE AN EXCITING,  
FULFILLING AND PRODUCTIVE EVENT FOR PROFESSIONALS COMMITTED  
TO SUSTAINABILITY.**

**TO MAKE SURE YOU DON'T MISS ANYTHING,  
APPLY FOR YOUR  
PRESS ACCREDITATION  
BY CLICKING HERE!**



## CONTACT US

More information on [www.medfel.com](http://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 tradeshow 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.](#)

### MEDIA ENQUIRIES

**Local media : Jérôme Bouchindhomme – AD'OCC**

[jerome.bouchindhomme@agence-adocc.com](mailto:jerome.bouchindhomme@agence-adocc.com) - Tel. +33(0)6 50 93 90 42

**French and international media : Clarisse HARDY – SPAS Organisation**

[chardy@spas-expo.com](mailto:chardy@spas-expo.com) – Tel. +33(0)1 77 38 89 19

A show by



Organized by



Agence de Développement Économique