



NATEXPO 2023 SHOW REPORT: A sector mobilised, an edition looking to the future

On 24 October, the curtain came down on the 2023 edition of Natexpo, the essential event entirely dedicated to the market players of the organic sector, held at Paris Nord Villepinte exhibition centre. The show attracted 11,056 professionals over the space of three days, with a noteworthy international contingent this year, making up 14% of the total attendance during the show, and clocking a high of 20% on the Sunday alone.

The show welcomed a wide array of profiles: specialist organic shops, retailers, processors, importers, wholesalers, manufacturers, start-ups and project developers all among them. It provided a platform for business discussions, the sharing of visions and feedback – on the stands, in the forums and round tables, and during specially scheduled business meetings.

Trading and business, innovation and vision, exchange and sharing: the markers of a 2023 show that was keenly awaited by a spirited market that is resolutely focused on the future.

"It's true that in the wake of a phase of exceptional growth, the organic sector is experiencing a slowdown – due in part to inflation, a cost-of-living crisis and the multiplicity of labels which only add to confusion in consumers' minds. Nevertheless, the legitimacy of organic and its essential contribution to protecting our health, our environment and shaping a more serene future have taken firm root; the motivation of the sector's players, resolutely focused on the future, is unquestionable. Natexpo has always pursued the ambition of uniting the organic ecosystem and shining a light on the vitality and innovation capacities of the sector's businesses. The sheer number and quality of the French and international players visiting the show and their enthusiasm for the innovations on display offer proof that we delivered on our promises for this new edition of Natexpo"
Florence Roublot, Director of Natexpo

/ KEY FIGURES

 **2,000+ EXHIBITORS AND BRANDS**
REPRESENTED ON 870 STANDS

 **11,056 PROFESSIONAL**
IN ATTENDANCE

 **14 % of visitors from**
outside France

 **34 % new exhibitors**

 **11 NATEXPO Awards**

 **+ 180+ up-and-coming**
companies in 6 villages

 **1,000+ business**
meetings

/ A LOOK BACK ON THE HIGHLIGHTS

Export in the spotlight

25% of the exhibitors at Natexpo 2023 were from outside France and came from 23 countries. At this edition with a strong international feel to it, Natexpo welcomed the debut participation of an **Irish pavilion orchestrated by Bord Bia**.

Nine Irish exhibitors came along to show off their expertise and present their range of high-quality organic food and beverages intended for the French market. Pippa Hackett, Minister of State for Land Use and Biodiversity in the Irish Department of Agriculture, honoured us with her presence on Monday 23 October for a talk on the Irish organic market as part of the International Mornings. Natexpo also welcomed its first pavilion sponsored by **Ecovalia**, the trade association for Spanish organic production, as well as a **German Pavilion sponsored by the Federal Ministry of Agriculture and Food**. Natexpo welcomed again other foreign pavilions led by the Wallonia region in Belgium, Italy, the FIAB (Spanish federation of food and drink industries) and the Spanish province of Castilla y León.



The Natexpo Business Meetings

An iconic highlight of the show, the Natexpo Business Meetings constitute exceptional added value for exhibitors and visitors. More than 1,000 pre-qualified appointments were held over the space of three days, acting as a genuine catalyst for business.

2023 Natexpo Awards: 11 innovations distinguished

The 2023 Natexpo Awards ceremony was held on Sunday 22 October. Eleven winners received a Gold Award for their products launched on the market during the past year, in the presence of **Pierrick de Ronne**, chairman of the Natexbio federation, **Philippe Laratte**, Vice-President of Maison de la Bio, and the judges **Olivier Costil**, **Antoine Lemaire**, **Gaëlle Frémont** and **Sylvain Zaffaroni**.



The FEEF Coffee Meetings

In addition to these business meetings organised by Natexpo, the FEEF (French Federation of Businesses and Entrepreneurs) took advantage of the show to hold its first series of speed meetings with four retail chains. Benoit Soury, Director of Organic markets at Carrefour and CEO of So.bio, Gilles Baucher and Cyril Cahuzac, respectively Executive Vice President and Purchasing and Product Range Director at Les Comptoirs de la Bio, Nathan Labat, the executive director of La Fourche, and Denis Fragne, executive director at Pharm O'naturel turned out to meet and discover the small and medium sized French businesses exhibiting at the show.



The acknowledged presence of the entire specialist organic retail trade



Synadis Bio, the national trade association of retailers of specialist organic products, health food and dietary supplements, held the meeting of its board of directors at Natexpo on Monday 23 October. Among attendees were the teams from **Accord Bio**, **Biocoop**, **Bio&Co**, **Biomonde**, **GVA Bio**, **La Vie Claire**, **La Fourche**, **Les Comptoirs de la Bio**, **Naturéo**, **Naturalia**, and **Satoriz** who came to discuss their challenges and share views on fair trade with Amandine Prelorenzo and Claire Touret from the Biopartenaire label, which is reinforcing its partnership with Synadis Bio this year

/ WHAT THEY SAID

“We had a very positive three days at Natexpo: we met a lot of wholesalers at the show. For our brand’s 70th anniversary, the presence at the exhibition of our clients and partners who are all keeping tabs on the development of Argiletz, helped confirm that we are on the right track. All our production team also joined us at the show to support us,” said Nadia Heitz, Chairperson and CEO of Argiletz.



“Each of our people were able to meet and chat with about 20 listed or potential suppliers. The show was well organised. It was not as big as in previous years, which made for more conviviality and enabled us to explore the show to the very last aisle. The reserved private lounge for Biocoop was perfect for more confidential discussions in peace and quiet. We sensed a very positive vibe around the future of organic and its market!”

said Chantal Chauvin-Verplaetse, Project manager, Product Range Department at Biocoop.



LOOKING FORWARD TO 2024

Natexpo is held alternately in Paris (odd-numbered years) and Lyon (even-numbered years). The next show will be held in September 2024 in Lyon.

“Our teams already have their sights set on next year’s Lyon edition in September 2024 to continue to offer ever more support to the entire organic sector,”
says Florence Roublot.