



FOOD SAFARI PARIS

ORGANIC

21 & 22  
OCT. 2019



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## DISCOVER THE NEW TRENDS IN THE ORGANIC SEGMENT IN FRANCE!

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Sutralis, Food&Feed Expert, organises a 2-day Food Safari in Paris to discover new food concepts and latest innovations in the organic segment.

On day 1, Sutralis will guide you through the major new concept stores in Paris while focusing on the organic offer.

On day 2, Sutralis will take you for a guided tour to visit NATEXPO, the international trade show for organic products.

These two days will help you to decode the trends and to better understand potential commercial opportunities thanks to the advice of our SUTRALIS experts.

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## ABOUT THE ORGANIC MARKET IN FRANCE

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In line with a fast-growing European market worth more than 29 billion euros, the French organic market amounted to 9.7 billion euros in 2018 (+ 15,7% vs 2017).

France is the second largest consumer market in Europe for organic products after Germany.

Organic is today part of everyday life in France and 9 out of 10 French people say they consume organic produce at least occasionally.

40% of French people are willing to pay 15% more for an organic product.

## ITINERARY

### DAY 1 - Monday 21 October 2019

#### **9h30 - 12h00 : Market Trends Presentation**

Presentation of the main trends and innovations that are driving the sector. Analysis of consumer expectations. Round table and exchange of experiences between our experts and participants.

#### **12h00 - 13h30: Lunch**

Lunch break in a concept store in line with the theme of the tour.

#### **13h30 - 18h00: Store Tour**

Visit of a selection of 5 store brands & points of sales

### DAY 2 - Tuesday 22 October 2019

#### **10h00 - 16h00: NatExpo Visit**

Guided tour and informal chat with a selection of exhibitors

## DELIVERABLES

- Market Trends presentation
- Food Safari booklet ( short presentation of each concept store visited during the Food Safari)
- NatExpo itinerary

## PARTICIPATION FEE PER COMPANY: €600 EXCL VAT

- ✓ Price includes metro tickets for Store Tour Day 1
- ✓ Price excludes travel/hotel/meal expenses
- ✓ NATEXPO free entry badge needs to be ordered on line <https://natexpo.com/votre-badage-visiteur-2/>

### For registration and information:

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