



M.A.D.E. 2018

The event for custom-made products

*M.A.D.E. = Marques Associées Distribution Event : Own Label Event

The next edition of M.A.D.E. will be held on the 20th and 21st of March 2018, in hall 7.1 of the Porte de Versailles Exhibition Center. The 450 manufacturers of custom-made products are looking forward to a repeat of this year's edition, where 4,140 visitors were won over by the new concept (9% more visitors than in 2016, including 15% from outside of France). M.A.D.E. aims to once again bring together all distribution channels (specialized stores, catering, retail, wholesalers, manufacturers looking for subcontractors or ingredients, brand promoters, etc.) for two days dedicated to innovation, trends, co-creation, inspiration, meetings, and discoveries.

NEW!

Healthy Food / Healthy Planet: the central themes of the 2018 edition

Food, environment, health, flavour, sustainability... are all growing trends, consumers are looking for virtuous approaches and products. In keeping with these trends, the second edition of M.A.D.E. will be dedicated to Healthy initiatives, presenting live events and exhibitors according to two main themes:

- Healthy Food: divided into three consumer trends: Back to Basics, Less Is More, and More Is More. Here, the focus is on the snacking market which plays an important role, as turnover in super- and hyper-markets is estimated at over €6.7 billion. Sales are expected to exceed €7.5 billion in 2020 (source: Xerfi Precepta).
- Healthy Planet: presents initiatives that aim to restore meaning to the act of buying a product, by putting the priority on criteria such as well-being, health, and quality ingredients in a product.

Indeed, French people, and the younger generations in particular (73% of 31–34-year-olds), value CSR initiatives by companies engaged in sustainable development.

Products in all shapes and sizes

M.A.D.E. brings together over 50,000 finished products, ingredients, packaging, and associated services organized in three sectors:

- Fresh: Dairy and cheese products / Meat products / Delicatessen / Cold & Cured meats / Seafood / Freshly cut & prepared products / Ready meals
- Grocery: Savoury / Sweet / Beverages
- Frozen: Aperitifs / Starters / Fish / Shellfish / Meats / Poultry / Breads / Pastries / Ice creams / Desserts

The products presented respond to the main growing market trends: Organic, vegan, snacking, healthy, premium, Made in France, free from, ethnic...

M.A.D.E. is dedicated to creativity and highlighting know-how. The event enables visitors to meet over 450 “manufacturer-partners” with whom they can co-imagine new products, meet their specifications, and adapt their production lines.

Not-to-be-missed at M.A.D.E. 2018

Showcasing know-how, revealing originality, instigating business: M.A.D.E. is more than just an exhibition. The event encourages all actors in the sector to invent, to co-create and to innovate together, by putting in place specific areas for testing, tasting, comparing, creating, and combining products on the spot, to be inspired!

- **M.A.D.E. Your Visit:**

Located at the exhibition entrance, visitors are surrounded by exhibitors' know-how in the **Walk of Fame**. A gallery of the exhibitors' star products, presents the know-how and innovations on show at the exhibition. A unique opportunity to get an overview of the offer and quickly spot the stands to visit.

On leaving the Walk of Fame, the **Trends Area** is where M.A.D.E.'s nutrition experts (NutriMarketing) analyze and identify current trends (Co-creation, Design, Natural, Nutrition, Origin, Usage, etc.). A visitors' guide to the M.A.D.E. experience!

To go even further, M.A.D.E. proposes the **Innovation Tours**: 90-minute guided tours that take visitors through a selection of the exhibitors' most impressive innovations, also led by experts from NutriMarketing.

NEW!

- **M.A.D.E. Your Cuisine Lab:**

An area dedicated to the art of cooking: hosting creative cooking challenges with top chefs, demos, as well as interactive digital solutions, all presented by our special host.

In partnership with the Centre Culinaire Contemporain, M.A.D.E. will showcase the exhibitors' know-how, and provide a live lab with expert advice and analysis. Resulting in an e-book compiling recipes, expertise, inspiration... to take home after the exhibition!

- **2018 M.A.D.E. AWARDS:**

Innovation, originality, expertise, creative spirit... The six most innovative exhibitor products will be rewarded during the M.A.D.E. Awards:

- Innovation in the recipe/formula/ingredients
- Innovation in the technology/process
- Innovation in the packaging
- Breakthrough innovation
- Innovation in the marketing/positioning/story-telling
- Open innovation / Co-creation

The ultimate prize, the Excellence Award, will go to the very best overall innovation. The awards ceremony will take place at 6 p.m. on Tuesday, 20th March 2018, at the exhibition.

- **M.A.D.E. Your Business**

The Speed Meetings, the pre-scheduled targeted business meetings organized by M.A.D.E., are designed to connect exhibiting manufacturers with visiting buyers and decision-makers. M.A.D.E. offers the best conditions for building and consolidating new projects, by bringing together decision-makers and experts in custom-made products dedicated to brands and different distribution networks.

- **The TV studio:**

Focus on the leitmotiv of the 2018 edition: M.A.D.E. presents a packed schedule of conferences on the two main themes of the exhibition: Healthy Food / Healthy Planet. Including market information, case studies and feedback, expertise...

NEW!

SAVE-THE-DATE

Interviews & Controversies by M.A.D.E.

Symposium on: Healthy Food / Healthy Planet

with round tables, case studies and feedback, analysis ...

Thursday, 25th January 2018, from 9 a.m. to 4 p.m.

Key figures:

- **450 manufacturers** of food and non-food products, including 35% from outside of France
- **3** complementary sectors: Fresh / Grocery / Frozen
- **4,500** French and international visitors expected

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