



M.A.D.E.* 2018

Confirmation for THE event dedicated to the creation of customised products!

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

M.A.D.E.'s goals are to showcase gems with know-how that is adaptable to all types of business, discover stunning innovations, analyse and detect the trends of the future, provide keys to imagine and co-create customised products ... More than 4,500 professionals ended up visiting the exhibition in Porte de Versailles on the 20th and 21st of March.

"Food that is good for both you and the planet": M.A.D.E.'s Healthy focus drew 4,160 visitors, with an emphasis on new distribution networks like the hotel (+62%), catering (+44%), and Freezer Center (+21%) sectors.

86% of visitors | are **SATISFIED** or **VERY SATISFIED**
83% of exhibitors | with their visit to M.A.D.E. 2018!

M.A.D.E. is unanimously backed by demanding visitors looking for ...

... inspiration and trends



While innovation remains the most sought-after segment (21%), healthy eating, animal welfare, and respect for the environment were featured in all projects. 43% of visitors were looking for organic products and/or ingredients, 18% for snacks, 17% for vegan products, 16% for local products ... M.A.D.E. was designed to showcase innovations right from the exhibition's entrance!

1) Immersion in the Walk of Fame! This top source of inspiration featured nearly 400 organic, vegan, and local products.

2) In-depth analysis of trends!

These personalised tours hosted by NutriMarketing experts provided an overview of the exhibition's most significant innovations, along with analysis of consumer trends and expectations. **Download the presentations by clicking on the links below:** [HEALTHY FOOD](#)  [HEALTHY PLANET](#) 

3) Creation & Art of Cooking

The e-book published by the exhibition's Culinary Laboratory is coming soon, including all the recipes featured during the creative challenges hosted by the chefs, and the interactions with the FoodTech start-ups.

4) Feedback & Expertise

M.A.D.E.'s experts were present in the TV studio and at the M.A.D.E. Experts event to provide stakeholders with surveys, case studies, and feedback on current topics: Recap of the National Food Conference, Consumer expectations with regards to Healthy Food and Healthy Planet, Organic and CSR Audits, Logistics in 2025 ... Watch all the conferences here: <http://www.madeparis.com/planning-conferences/>

5) Explore new concepts

Bulk buying wins over consumers by minimising waste – including food waste – and lowering costs. My Retail Box, the top European distributor of bulk products, was invited to explain the potential of this fashionable trend and present these two new concepts!



... efficient sourcing

1) A wide range of gems

The start-ups, VSEs, and SMEs at M.A.D.E. present innovations and original ideas and methods. The exhibition offers project holders a hothouse of 450 manufacturers to imagine and co-create customised products from A to Z!

30% of new companies in 2018, with a particular focus on:

Packaging and Design: The container is part of the product, and M.A.D.E. brought together for the 1st time some 40 packaging manufacturers and design agencies ...

FoodTech: New foods, innovative digital solutions, new processes ... 17 start-ups demonstrated their ability to offer solutions. The Pitch Competition highlighted two of them: La Marmite de Lanig and La Boîte à Champignons.

2) Innovations at the M.A.D.E. Awards

A look at the 2018 winners

- In the Technology / Process category: LE BONTÀ's ready-to-eat cooked vegetables
- In the Packaging category: SERVO ARTPACK's bio-sourced and compostable packaging film
- In the Recipe / Formula / Ingredients category: ESCAL's 12 stuffed mussels to enjoy
- In the Breakthrough Innovation category: POULEHOUSE'S Poulehouse
- In the Marketing / Positioning / Story-Telling category: ALPINA SAVOIE'S French pasta



*** **Best of M.A.D.E.:** LACREM S.A. / FARGGI MENORQUINA's N1CE frozen cocktails ***
>> In the Open Innovation / Co-Creation category:

3) Business first

Mission accomplished for the Speed Meetings, which once again combined sourcing and efficiency. There were 337 targeted meetings between suppliers and project holders. This tool offers the ideal conditions to generate new leads, build new partnerships, and lay the foundations for future collaboration.

Key figures:

- 4,160 trade visitors
 - including 15% from outside of France (mainly from Europe)
- 450 exhibitors
 - including 30% from 22 countries: Germany - Austria - Belgium - Canada - China - Denmark - Spain - Ireland - Italy - Luxembourg - Malaysia - Morocco - Monaco - the Netherlands - Peru - Portugal - Romania - the United Kingdom - Slovenia - Sri Lanka - Switzerland - Thailand
- 17 innovative start-ups at the FoodTech Corner

Progression of visitor numbers:

+5% for targeted visitors

+62% for the hotel sector: HYATT PARIS VENDOME, HYATT PARIS MADELEINE, CHATEAU DE MERIDON, CLASSICS HOTELS, CROWNE PLAZA PARIS REPUBLIQUE, HOTEL CORDELIA, WEI PARIS REPUBLIQUE...

+44% for the catering sector: BOLL N ROLL, BUFFALO, BAGELSTEIN, CLASS'CROUTE, CONVERGENCE ACHAT, DOMINO'S PIZZA, GROUPE BERTRAND, DISNEYLAND, KFC, LA CROISSANTERIE, KAYSER, NEWREST, PLANET SUSHI, POMME DE PAIN, SALAD & CO, SERVAIR...

+21% for Freezer Centers: TOUPARGEL, ARGEL, BOFROST, EISMANN(FR), EISMANN(DE), LA SIRENA(ESP), THIRIET, PICARD...

+9% for E-commerce: GROUPON, SHOWROOMPRIVE, VENUE PRIVEE...

+9% for Hard-Discount: ALDI, LEADER PRICE, LIDL, NOZ ...

+3% for Specialised Stores: BIOCOOP, NATURALIA, BIO C BON, INVIVO, FRAIS D'ICI, JARDILAND, etc.

**We look forward to seeing you at next year's M.A.D.E.,
which will be held on the 19th and 20th of March 2019, at Paris Expo Porte de
Versailles**

WWW.MADEPARIS.COM

Press Contact: AB3C
Bourlaye CISSÉ
Phone: 01 53 30 74 00
bourlaye@ab3c.com

GL Events Exhibitions contact person:
Laure MENDES - Julie VOYER
Phone: 05 53 36 78 78
laure.mendes@gl-events.com