

M.A.D.E.*
MAKE IT HAPPEN

20-21 MARCH 2018
PARIS PORTE DE VERSAILLES - HALL 7.1

2 main themes !



PRESS KIT

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Contents

M.A.D.E.: the event for custom-made products	p.03
Highlights of M.A.D.E. 2018	p.05
The TV studio, M.A.D.E.'s conference room	p.07
M.A.D.E.: fact sheet	p.08

M.A.D.E. *:

The event for custom-made products

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 Centre. The 450 manufacturers of custom-made products will be looking to wow the 4,500 visitors expected! (9% more than in 2016, including 15% from outside of France: 4,140 visitors won over by this new concept in 2017).

Coming on the heels of the États Généraux de l'Alimentation (National Food General Assembly), this new edition is dedicated to healthy eating and will put tasty, good-looking, organic ... and responsible products in the spotlight.

M.A.D.E. aims to once again bring together all distribution channels (specialised stores, catering, retail, wholesalers, manufacturers looking for subcontractors or ingredients, brand owners, 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, the environment ... health, flavour, and 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 and feature live events, expert itineraries, and exhibitors focusing on two main themes:

- Healthy Food

Three consumer trends are emerging: 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

Restoring meaning to the act of buying a product by focusing on criteria like well-being, health, and quality ingredients ...

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 organised in two sectors:

- Groceries and Beverages: Savoury / Sweet / Beverages
- Frozen & Fresh: Aperitifs / Delicatessen / Shellfish / Desserts / Starters / Ice creams / Bread / Pastry / Fish / Meat Products / Seafood / Dairy and dairy products / Freshly cut and prepared products / Cold and Cured meats / Meats / Poultry / Ready meals ...

All these ranges are built around expert itineraries: Nutrition, CSR, health, well-being, snacking ... which respond to the leading and emerging market trends. They are also featured at consumer trend corners like the Snack Corners and FoodTech Corners.

NEW

Quebec is the guest of honour at M.A.D.E. 2018

As part of its international expansion, M.A.D.E. and NutriMarketing represented the European private label brand market at the CETA (Comprehensive Economic and Trade Agreement between Canada and the European Union) symposium organized by MAPAQ (the Ministry of Agriculture, Fisheries and Food (Quebec)) on 29th August 2017. The discussions between France and the francophone province went so well that Quebec will be the guest of honour at M.A.D.E. 2018. A pavilion flying Quebec's colours will provide a broad overview of Quebecer manufacturers and producers.

M.A.D.E. will also host an official visit by Quebec's Delegate General in Paris as well as a delegation of visitors from Quebec.

Quebec will even be present in the exhibition's kitchen, as Quebecer chef Pierre Lortie will host two demonstrations at the M.A.D.E. your Cuisine Lab on Tuesday 20th March!

Highlights of 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 stakeholders in the sector to think, co-create, and innovate together, and provides areas for testing, tasting, comparing, creating, and combining products on the spot!

- **M.A.D.E. Your Visit: Three tools for a successful visit**

Located at the exhibition entrance, the **Walk of Fame** showcases the expertise of exhibitors. This gallery of star products is the largest gathering of know-how and innovations at the exhibition. In addition, each product sheet has a QR code that links to the exhibitor's profile in M.A.D.E.'s mobile app. It is a unique opportunity to quickly and easily learn about and select the exhibitors you want to add to your itinerary.

- In the **Trends Area**, located just beyond the Walk of Fame, M.A.D.E.'s Nutrition experts from NutriMarketing analyse and list current trends (using market figures, new information about innovations and distribution networks ...) to enhance the visitor experience.

Do you want to go deeper into exploring innovations and analysing trends? M.A.D.E. and NutriMarketing offer 90-minute **Innovation Tours** that take you through a selection of the most outstanding innovations with a focus on Healthy eating:

* Tuesday, 20th March, 10 a.m.: Healthy Food / Tuesday 20th March, 1 p.m.: Healthy Planet

* Wednesday, 21st March, 10 a.m.: Healthy Food / Wednesday, 21st March, 1 p.m.: Healthy Planet

- **Tools** for customising your visit are also available in the Trends Area: a floor plan, computers, and a printer enable visitors to organise their visit as efficiently as possible (create customised itineraries, search for exhibitors, sort events according to your interests ...).

NEW ● **M.A.D.E. Your Cuisine Lab: The Healthy trend at the heart of the exhibition's culinary lab**

Led by the Centre Culinaire Contemporain, M.A.D.E. 2018's culinary space is also being dedicated to the Healthy Food / Healthy Planet themes. Demonstrations, tastings, test kitchens ... are all sources of inspiration and opportunities to co-create the healthy products of the future.

M.A.D.E. Your Cuisine Lab is an area dedicated to the art of cooking. A host presents creative cooking challenges with top chefs, demos, and interactive digital solutions:

- creative challenges featuring chefs working with Jean-Marie Baudic, head chef at "Ciel de Rennes," Bleu, Blanc, Cœur's restaurant at the Centre Culinaire Contemporain,
- improvised cooking/market demos in situ, using products by exhibitors and partners,
- a Youmeal & Youmiam digital test kitchen,
- tastings of healthy products that are also good for the planet,
- an e-lab for producing photos and videos for a special e-book that will be available after the exhibition,
- special insights into culinary creation and how open innovation and new technologies can help create customised products ...

The full schedule of events will be posted on our website shortly: www.madeparis.com

- **2018 M.A.D.E. Awards: Innovation pioneers**

To meet the changing expectations of consumers and the requirements of distribution networks, M.A.D.E.'s companies must deploy a wealth of know-how and innovation. Each year, the M.A.D.E. Awards highlight the greatest successes. These awards boost visibility for exhibitors and are also a tool to direct visitors to the most innovative solutions.

This year, the categories have been redefined to better meet the expectations of our exhibitors. Instead of a breakdown by trends, the six categories are based on technical criteria that promote R&D expertise rather than marketing:

- M.A.D.E. Awards Recipe / Formula / Ingredients
- M.A.D.E. Awards Digital / Technology / Process
- M.A.D.E. Awards Packaging
- M.A.D.E. Awards Breakthrough innovation
- M.A.D.E. Awards Marketing / Positioning / Storytelling
- M.A.D.E. Awards 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 M.A.D.E. Your Cuisine Lab. Following this ceremony, chefs Jean-Marie Baudic and Pierre Lortie will present 4-handed culinary demonstrations using the award-winning products.

- ***M.A.D.E. Your Business: the business area***

Targeted one-stop business meetings organised before the exhibition. M.A.D.E.'s Speed Meetings are a tailored service that connects exhibiting manufacturers with buyers and decision-makers. This tremendously successful service is increasingly popular.

The Speed Meetings are an effective, reliable, and totally free-of-charge way to bring together project holders, brand developers, and manufacturers. The 20-minute meetings held in a private and confidential setting in the exhibition's VIP area or at the exhibitor's booth enable the parties to lay the groundwork for future collaboration. The Speed Meetings double as business accelerators and a relevant sourcing tool.

NEW • ***M.A.D.E. Expert: Case studies and feedback***

M.A.D.E. 2018 presents advice and feedback from experts on four topics: Packaging/Design, Logistics, Legal, and Communication regarding Health and Nutrition. This is a terrific opportunity to explore extremely relevant issues in order to find solutions that facilitate collaboration and co-creation:

- **Packaging/Design:** Discussion of packaging best practices, networking, marketing, and use of product packaging. Discussion of efficient solutions for sorting and recycling and reducing the environmental impact of packaging and paper
- **Logistics:** Identify and evaluate solutions according to the issues, such as urban logistics, the last mile problem, logistics optimisation, blockchain, Green supply chain ...
- **Legal:** Support for improved partnership relations, and business growth through innovation, crisis management, export, and labelling
- **Communication regarding Health and Nutrition:** Personalised advice regarding the development of new products in line with consumer expectations: nutritional improvement, range expansion, breakthrough innovation ... while facilitating the showcasing of the products' advantages

The TV studio, M.A.D.E.'s conference room

Focus on the leitmotiv of the 2018 edition: Healthy Food / Healthy Planet, the two trends noted by the États Généraux de l'Alimentation (National Food General Assembly). M.A.D.E.'s packed schedule of conferences* cover these key issues with market information, case studies and feedback, expertise ...

**Subject to final changes and modifications*

Time	Tuesday 20th March	Wednesday 21st March
9.30 am	How will we consume tomorrow? Bertrands Oudin, director of Blézat Consulting Sophie de Reynal, Marketing Director at Nutrimarketing	Moralising consumer choices Caroline Roux, Food and beverages analyst at Mintel
10.30 am	1st round of start-up pitches	2nd round of start-up pitches
11 am	Organic and gluten free audits Martine Catheline, Project manager at Bureau Veritas	Animal well-being Coop de France
11.30 am	The Nutriscore labelling, Serge Hercberg, Epidemiologist and Professor at the University Paris 13 and feedback from a retailer	Focus on short supply chains and local retail channels the example of Groupe Unicolor
12	Regional products from home and abroad, Nielsen.	Consumer information and traceability with Cedric Le Colley of GS1 and Amélie Germain of Tracefood
1 pm	An overview of the CETA, Lynda Gagnon, Trade attaché at the Délégation Générale du Québec in Paris	Retail insight François Richard, Product Marketing Director at Toupargel
1.30 pm		The Food Industry General Assembly Report with Catherine Chapalain, Managing Director at ANIA
2 pm	Focus on CSR Coop de France	
2.30 pm	Sustainable packaging the Conseil National de l'Emballage (National Council for Packaging) and start-up pitches	The Healthy Food and Healthy Snacking markets Nielsen
3.30 pm	Retail insights Daymon Worldwide	Will the world be vegan in 2050? Sophie de Reynal, Marketing Director at Nutrimarketing
4.30 pm	Logistics of the last kilometer ANIA (French National Association of the Food Industry)	

M.A.D.E.: Fact sheet

Name	M.A.D.E.
Location	2 nd edition – Frequency: Annual - www.madeparis.com Exhibition center Porte de Versailles, in Paris, <u>HALL 7.1</u>
Dates	From Tuesday, 20 th to Wednesday, 21 st March, 2018
Opening hours	Tuesday: 9 am – 6 pm 6 pm: M.A.D.E Awards Ceremony Wednesday: 9 am – 5 pm
Organizer	GL events Exhibitions - Tel.: +33 (0)5 53 36 78 78 BP 223 - 47305 Villeneuve-sur-Lot cedex France Email : laure.mendes@gl-events.com
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Find the latest information at:
www.madeparis.com