



*Des savoir-faire dédiés à
la création de produits à façon*

Mercredi 30 et jeudi 31 Mars 2016

PARIS PORTE DE VERSAILLES HALL 4

MDD Expo 2016

THE event for Innovation and Co-creation in custom made products

On the 30th and 31st of March, 500 manufacturers of custom made products unveiled their know-how in food and non-food, with a focus on premium, organic, and local products...

The event saw many high quality contacts made, promising projects launched, and much business. The event welcomed retailers from 100% of distribution networks, a reflection of its broadening target markets.

The difficult circumstances in Paris (strikes, aftermath of the terror attacks) did not affect the quality and diversity of visitors present. 85% of the 3,800 professional visitors were top decision-makers. Buyers were able to source innovations in a friendly atmosphere, meet exhibitors able to manufacture custom made products for them, and find innovations in new consumer trends: nomadism, allergen-free, waste saving, individual portions, easy opening, fortified products...

More relevant than ever, the exhibition once again revealed the creativity of private label brands and their ability to meet the expectations of all actors in the different distribution sectors.

➤ KEY FIGURES FROM THE 2016 EDITION

- **500** exhibitors, including **37%** from outside of France (20% increase over 2015)
- **25** countries were represented: Germany, Italy, Croatia, Denmark, Spain, the United Kingdom, China, India ...
- **4** complementary sectors: Fresh / Grocery / Frozen / Non food
- **29%** more exhibitors in the HPC sector
- **3,800** professional visitors
- **15%** of international visitors from **57 countries**: Algeria, Germany, Belgium, China, Spain, the United States ...
- **270** targeted business meetings, organized ahead of time (10% increase over 2015)
- **9** Innovative Know-How Awards

➤ MDD EXPO OPEN TO ALL DISTRIBUTION NETWORKS

This year again, the exhibition saw increasing diversity in the distribution networks visiting, with new actors in the following sectors: Delicatessen (DALLOYAU, HEDIARD, MEDELYS, SHNEIDER'S), Organic stores (BIO C BON, NATUREO ...), Beauty/Para pharmacy stores (PARASHOP ...), Specialized stores in Non Food sectors (BRICORAMA, GAMM VERT, JARDILAND, ANIMALIS ...), Food service (BURGER KING ...)...

100% of networks were present: Retail / Hard Discount - Wholesale / Cash & Carry - Import / Export - Hotels / Restaurants ... and returning retailers such as: ALDI, AUCHAN (France, international...), AXFOOD, CARREFOUR, CARREFOUR PROXIMITÉ, EMC CASINO, COLRUYT, DELHAIZE, DIA, EROSKI, FRANPRIX-LEADER PRICE, FRANCAP, GEPROCOR, ICA, INTERMARCHÉ, LECLERC-SCAMARK, MONOPRIX, NORMA, PROVERA, SONAE, SCHWARZ (LIDL), SYSTÈME U, AMS SOURCING, BIOCOOP, NATURALIA, FAUCHON, PICARD, TOUPARGEL, VENDE PRIVÉE...

In addition to the wide range of visiting companies, the event brought together all departments involved in the creation and launch of new projects:

- Purchasing, Innovation, Private label brands, Sourcing, Technology, Quality, R&D...
- 85% were top decision-makers: CEOs, Managers, Category Managers, Heads of Department, Product Managers...

The event dedicated to the sector enabled all actors to find specific and adaptable know-how, and to initiate or build on partnerships.

➤ A DIVERSE RANGE OF AUTHENTIC KNOW-HOW

International diversity...

At 37% of the overall offer, MDD Expo has never seen such an increase in the number of exhibitors from outside of France (+20% compared to 2015).

Among the 25 countries and national pavilions represented were: Germany, China, Finland, the Netherlands... or even Croatia, India, Serbia...

... and a representative sample from the regions of France

The event also presented a comprehensive overview of authentic French know-how. Among the regions represented: Alsace-Lorraine-Champagne-Ardenne, Aquitaine-Limousin-Poitou-Charentes, Auvergne-Rhône-Alpes, Bourgogne-Franche-Comté, Brittany, Centre-Val de Loire, Languedoc-Roussillon-Midi-Pyrénées, Pays de la Loire, Provence-Alpes-Côte d'Azur ...

➤ REVEALING TRENDS

The Innovations Store: an international selection of innovations

The exhibition presented the sector's professionals with an area dedicated to global market trends, inspiration for future product designs!

- **4 trends were covered:** "on-the-go", "vegetable supremacy", "free- from", and "Made In"
- **11 countries explored:** Germany, Belgium, Canada, Colombia, France, Italy, the Netherlands, Peru, the United Kingdom, Serbia, and Sweden
- **100 innovations / consumer products** highlighted

Top 10 innovations to see:



Carrefour Veggie
Vegetarian cooking (2 precooked galettes made from bulgur, vegetables, lentils, and dill)



Hypoallergen Snacks Algae Mini
(Algae-based hypoallergenic snacks for small dogs)



British Wildflower Honey Honeycomb
(Caramel with British wildflower honey)



Frozen tomato cubes



Tous AntiGaspi (Raw milk Camembert with mild deformations)



IGA (Gluten-free bread, rolls, and muffins)



Salt & Pepper Lentil Crackers (Gluten-free, made without wheat flour)



Earl Grey (Tea sticks)



Salade Shaker (Mixed salad in a shaker with cup of dressing and a fork)



Kiss Me (Easy-to-apply lipstick)

The winning manufacturers: Trophées des Savoir-Faire Innovants (Innovative Know-How Awards)

In 2016, MDD Expo changed the categories to focus on themes that meet the needs of retailers and consumers: CSR / Sustainability - Consumption method - Local - World products - Nutrition / Health - Natural / Well-being - Quality certifications - Manufacturing process.

The figures that stand out from these 2nd Trophées des Savoir-faire Innovants: 53 innovations entered, 33 nominees, and 8 award winners.

A highlight of the exhibition, the awards ceremony enabled the exhibitors, visitors, and partners of the event to get to know the 8 award winners in a friendly atmosphere.

New in 2016: The Espace Dégustation (Tasting Area) showcased all of the nominated and award winning products, enabling professionals to test, taste, and talk with the exhibitors, as well as to analyze the innovations with experts from the Centre Culinaire Contemporain in Rennes.

A look back at the 2016 winners:

- CSR / SUSTAINABLE DEVELOPMENT:

LUCIEN GEORGELIN, with 170g jar of *The Single Person's Jam*

- USAGE AND CONSUMPTION METHOD:

LA LINEA VERDE SOCIETA AGRICOLA, with *ready-to-eat fresh soup with croutons and tableware kit*

- LOCAL:

JEUNE MONTAGNE, with *6x100g frozen portions of Aligot from the Aubrac region*

- WORLD PRODUCTS:

MERALLIANCE, with *Yaki snack (mini smoked salmon skewers)*

- NUTRITION / HEALTH:

PEDON, with *vegetable pasta*

- WELL-BEING / NATURAL:

DEVINEAU, with *stopic – wax pieces for wax heater*

- PRODUCT QUALITY CERTIFICATION:

ESCAL, with *Thai curry marinade with ASC-certified prawns*

- MANUFACTURING PROCESS :

TRUFFIERES DE RABASSE, with *Truffle omelet*

Find all the innovations that were presented and nominated, along with video clips of the 8 award winners, on www.mdd-expo.com in May.

Pack Store: where packaging embellishes the contents

Communication, function, and environment were the featured themes, with 26 innovative product/packaging combinations presented by the exhibitors. For the first time at MDD Expo, a prize for packaging was awarded to highlight a sector that is key to successful differentiation.

The winner: CHEMBO with *The MAGI refill*

Find the list of nominated products on: www.mdd-expo.com

➤ FACILITATING CONTACTS

The Business Meetings are proving increasingly popular

The 270 targeted business meetings that took place at the exhibition facilitated constructive exchanges between exhibitors and buyers looking for finished products. The ideal opportunity to discover new partners, start collaborating, and co-create future products.

Among the participants:

- 90 exhibitors, including 15% from outside of France
- 60 buyers, including 35% from outside of France: AUCHAN France and International - CARREFOUR
- Central Purchasing office for the Ministry of Defense - COMPASS GROUP - COLRUYT - HÉDIARD - NATURENVIE - SHNEIDER'S ...

SMEs & Retailers/Away from home caterers meetings

MDD Expo, in partnership with the FEEF, organized meetings between exhibitors and retailers. Combining discussions and presentations of strategies by AUCHAN, BIOCOOP, METRO, and PROMOCASH, each of these meetings attracted 65 manufacturers/exhibitors.

Sourcing workshops dedicated to ingredients and intermediary food products

“Today’s new ingredients are tomorrow’s new products!”

MDD Expo, in partnership with Nutrimarketing, set up Workshops to bring together users and suppliers of ingredients. The goal was to combine ideas and work together using ingredients to create the products of tomorrow.

Nearly 90 meetings took place. 14 users / buyers were present, including: CARREFOUR, CASINO, CITÉ GOURMANDE, DÉLIFRANCE, GROUPE COMPASS, GROUPE SAVENCIL, LÉA NATURE, NATURENVIE, PINGUIN, SOBEY’S...

➤ MARKET INTELLIGENCE FOR THE SECTOR

Popular conferences

MDD Expo’s conferences provided support and market information to professionals in the sector. *Toward a brighter future for private label brands; What is a committed retailer? a committed private label brand? A committed supplier? ; The Cycle of Innovation “Creating added value: concerns everyone!” Financial assistance; The digital era, the impact of connectivity on nutritional purchases? ; Eco-design of packaging: innovation serving the product and consumers; SMEs and middle-size companies in the agri-food industry: « Daring is Growing ». How 25 companies implemented winning growth strategies. ...* These were some of the topics covered by the experts invited to advise exhibitors and visitors in their growth.

The conferences attracted over 500 attendees.

Find summaries of the discussions, videos, market intelligence ... on: www.mdd-expo.com

Symposium on Nutrition: Which opportunities for private label brands?

MDD Expo is about building partnerships but also the sharing of experiences.

On 29th March, a dozen presentations and round table discussions took place during the symposium organized in partnership with Nutrimarketing (ANIA, CABINET COUTRELIS & ASSOCIES, CARREFOUR, CENTRE CULINAIRE CONTEMPORAIN, FCD, INRA, LRBEVA NUTRITION, NUTRIMARKETING, TNS SOFRES, SOBEY’S), presenting the over one hundred listeners present with a comprehensive overview of this promising trend!

- Issues and scientific context: how to rediscover the pleasure of eating better?
- Consumer knowledge level: how to meet their expectations
- Regulations: the opportunities with new procedures
- Feedback

Find the solutions and keys to growth that were presented online at: <http://www.mdd-expo.com/Colloque-nutrition/>

Your next MDD Expo:

**Tuesday, 28th and Wednesday, 29th March, 2017, at Paris Porte de Versailles
in a new hall: Hall 7.1**

Press Contact: AB3C
Bourlaye CISSÉ
Phone: +33 (0) 1 53 30 74 00
bourlaye@ab3c.com

GL Events Exhibitions contact person:
Laure MENDES
Phone: +33 (0) 5 53 36 78 78
laure.mendes@gl-events.com