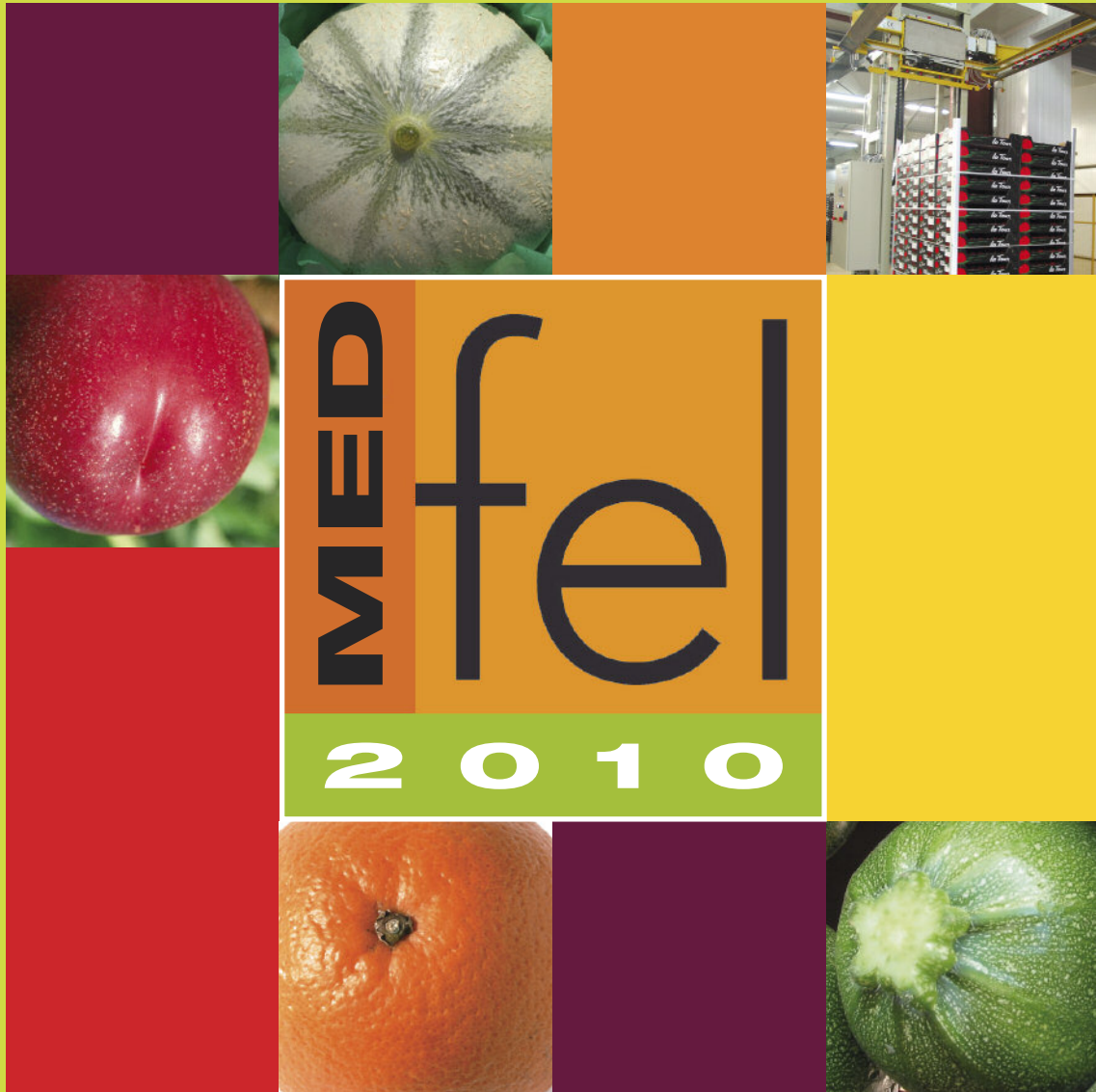


2nd annual event

4, 5 and 6 May, 2010

Perpignan - France

**Euro-Mediterranean
Fruit and Vegetable International
Business Trade Fair**



www.medfel.com





Are you a Fruit and Vegetable professional in a Mediterranean country or a transport and logistics supplier working in this sector?

Place your company at the heart of the largest marketplace in the Mediterranean!

4, 5 and 6 May, 2010

The success of the first Medfel event demonstrates the willingness of all participants involved to develop the fruit and vegetables sector in the Mediterranean area.

- Regarded as "the garden of Europe", the Mediterranean basin alone accounts for:
 - ✓ 20% of fruit production and 15% of worldwide vegetable production.
 - ✓ 74% of EU fruit production and 66% of vegetable production (provided by the 5 major Mediterranean agricultural regions).The European Union is the world's 2nd largest exporter and the leading importer of fruit and vegetables.
- As the historic crossroads of the Euro-Mediterranean region and the leading international market centre for fruit and vegetables, Perpignan, which has hosted the International Europêch' Forum for the past 20 years, is ideally located to host this platform of meetings and exchanges.

Who are the exhibitors?

- 300 Fruit and Vegetable professionals from countries in the Mediterranean basin, working in: production, wholesale, retail, import-export and shipment, including the organic and olive growing sectors.

Countries represented include France, Italy, Spain, Portugal, Morocco, Algeria, Tunisia, Malta, Greece, Turkey, Israel, Lebanon, Syria, Egypt and Libya.

- 50 refrigerated and frozen food transport and logistics suppliers



Who are the visitors?

- More than 5,000 international buyers working in: supermarket and hypermarket sector /distribution, importers/re-exporters, trading groups, wholesalers, canteen & catering services and suppliers, retailers, brokers, mass distribution transport and logistics managers, refrigerated and frozen food storage suppliers.



Medfel, a 100% Business trade fair (purchasing/sales/transport/logistics) dedicated solely to the Mediterranean fruit and vegetable industry.

A highly successful first event!

- > 183 exhibitors including 42% from abroad, representing all the countries in the Mediterranean basin.
- > 3,231 visitors including 21% from abroad (with 38 countries represented).
- > Presence of numerous European delegations of major buyers and importers.
- > Exhibitors praised the fair's friendly atmosphere and quality of visitors.
- > 85% of visitors stated that Medfel met their expectations.

Medfel: the Mediterranean Business Platform

• **A trade fair:** Medfel is the only **Fruits and Vegetable event in the Mediterranean area**, created to promote your products and expertise and giving you the opportunity to meet over 5,000 professionals from all over the world!

• **A highly effective B to B appointment service:** very easy to access and utilise on the trade fair's website, this service, which is exclusively reserved for visitors, allows them to book appointments with exhibitors of their choice in advance of the fair. You can then hold private interviews at your stand with the buyers who have selected you.

• **A programme of presentations including crop forecasts:**

- An international networking opportunity for the sector.
- A full programme of presentations on key topics (production, retail, solutions, transport and logistics) focused on the Euro-Mediterranean area and delivered by well-known personalities.
- The much awaited announcement of the summer fruit harvest forecast.



What our clients say

Exhibitors:

A small-scale, extremely friendly trade fair, bringing together importers and producers and helping to create a real synergy.
Gérard FABRE - TOP FRUITS SARL

A very good choice of location, as Perpignan is a hub for the fruit and vegetable industry in the Mediterranean region.
Rabih SABRA - CCIAB DE BEYROUTH ET DU MONT LIBAN

At the gateway to the Mediterranean, the Medfel in Perpignan is ideally located to promote national and international meetings.
M. KRIEGER - APIHA

The greater range of products and diversity of exhibitors encourage buyers to attend.
Nathalie BONNET - DOMAINE DES COTEAUX

Visitors:

The essentials are already in place. We are now hoping for a carefully controlled expansion. Keep it up!
Jean-Pierre COMTE - CLTM PORT-VENDRES

We are planning to exhibit in 2010. The time did not allow us to exhibit this year, but in future we will be exhibiting our products because we set great store by this large-scale economic event.
Nasser OUASDI - EURL OUASDI INTERNATIONAL (Algéria)

A lot of positive feedback from this trade fair, extremely impressive for a first event.
Sylvie PRUNIER - MINISTRY OF AGRICULTURE - MARKET NEWS SERVICE

Among the European buyers in attendance:

A&P GIANNIKIS (Austria), ARVANITIDIS (Greece), CEROZFRUCHT s.r.o (Hungary), DAMIS (Ireland), EURO-FOODS POLSKA (Lithuania), GALITEL, GROUP TROPIC LTD, MAXIMA LT, METRO CC (Poland), NEFELI FRUITS (Czech Republic), NOWALIJKA, PALINK, PARTNER IMPORT, PETROFRUKT, TOTAL PRODUCE (Russia), ZIM (Slovenia), etc.

Communications on an international scale

✓ A TARGETED, EFFECTIVE MEDIA PLAN

- **Press initiatives:** Distribution of press releases to professional and business media, press conferences.
- **Publicity campaign** to be launched from September 2009 in leading media in the following sectors: Fruit and vegetables, distribution, transport and logistics.
- **Advertising banners** in newsletters and on websites.
- **International initiatives:** presence at major international events in the sector.
- **Listing** in worldwide schedules/trade fairs.
- Hosting of **national and international delegations** with the support of institutional partners from the industry and promotional initiatives abroad, focused on Europe and countries in the Mediterranean basin.

✓ A DIRECT MARKETING PLAN TO ATTRACT QUALITY VISITORS FROM SPECIFIC TARGET MARKETS

- A **campaign targeting the main national and international buyers.**
- More than **100,000 invitation** cards distributed by the organiser, exhibitors, the press and professional associations.
- **Direct marketing** operations (by post, e-mail and fax) and newsletters sent to pre-registered visitors and prospects.
- A **website offering the opportunity to arrange pre-scheduled appointments.**

WHAT THE PRESS SAY

- ✓ *Medfel, capitale de l'Euroméditerranée.*
FLD Magazine - June 09
- ✓ *Dès la première année, la convention d'affaires confirme sa vocation logistique.*
FLD Hebdo - May 09
- ✓ *... lieu stratégique de rendez-vous, entre metteurs en marché et acheteurs/importateurs d'Europe et de tous les continents au cœur du bassin méditerranéen.*
Réussir Fruits & Légumes - June 09
- ✓ *Exito de participación en la primera edición de Medfel.*
Valencia Fruits - May 09
- ✓ *Medfel brings the Med together.*
Eurofruit Magazine - June 09
- ✓ *Organizzazione efficiente e buone occasioni di contatto...*
Corriere Ortofrutticolo - June 09
- ✓ *Pari gagné pour la 1^{ère} édition du Salon des fruits et légumes.*
Transport Info hebdo - May 09

OFFICIAL PARTNERS



What are you waiting for? Book your site now!

To register or if you require any additional information, contact us:

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SA (limited company) with a capital of €300,000 - RCS (Register of Commerce and Trade)

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ADHESION



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