

PRESS RELEASE



medFEL returns to Perpignan Exhibition Center on 23 and 24 April 2025

December 2024

The essential meeting place for all the sector's players committed to sustainability, whether exhibitors or visitors, medFEL is an exhibition owned by the Occitanie / Pyrénées-Méditerranée regional authority, organised by the regional economic agency AD'OCC and SPAS Organisation.

Surfing on the energy and enthusiasm generated by the 2024 show, medFEL 2025 is setting its sights even higher, and the exhibition's teams are already hard at work to offer you a productive edition.

A 2025 SHOW UNDER THE BANNER OF BUSINESS AND CONVIVIALITY

medFEL has proven its status as an unmissable crossroads for the **fruit and vegetable sector** by providing a unique exhibiting platform enabling exclusive meetings between likeminded peers. In 2024, the show made good on its promises by attracting an even greater number of exhibitors and visitors. The **major players from the sector were all there**, ready to discuss, debate and create opportunities. All the main mass retail chains were also in attendance: Auchan, Carrefour, Intermarché, Leclerc, Lidl, Migros and Biocoop, among others. **This 2024 show was marked by high energy, fruitful encounters and business, all of which augurs well for the 2025 show.**

A look back at the 2024 edition


 **3,703**
professional visitors

 **+10%**
visitors vs. 2023

 **+200**
exhibitors

 **+23%**
exhibiting producers
vs. 2023

 **1,000**
business meeting

 **15%**
international exhibitors
from **10** countries





In 2025, medFEL will celebrate its 15th edition.

At the heart of the show once again: business meetings and discussions, summer fruit harvest forecasts, and insights into market trends and expectations from society at large.



For this **new edition**, medFEL is expecting **250 exhibitors from France and abroad** across its **6 exhibition sectors**: production, import/export, transport & logistics, packaging, processing/equipment, and engineering. Out to meet them will be **5,000 targeted visitors**, all industry professionals (mass retail, retailers, wholesalers, foodservice, processors, etc.), in search of productive discussions and business partnerships.

In addition, the **VIP Buyer programme** has naturally been reconducted to enable meetings between targeted international decision makers and local players, therefore creating **unparalleled business openings to boost their export sales**, with around 50 international buyers invited to the show and accompanied throughout.

The 2025 edition in numbers

 **250** exhibitors expected

 **5,000** professional visitors expected

 **1** Exclusive Big Debate

 **4** summer fruit harvests forecast

 **50** international VIP buyers





MEDFEL, A SPACE FOR TOPICAL ISSUES AND QUALITY CONTENT

Through its round tables and talks on essential themes, medFEL also reflects the **current issues and challenges of the sector**.

The Fruit and Vegetable industry is in a state of flux and facing up to serious challenges. Consumers continue to demand high standards, in search of products that are both good for their health and good for the planet, all of this on the backdrop of an inflationary environment.

In response, producers must not only diversify and adapt to market change, but also stand out from the competition, and cope with changing distribution & retail patterns and with the complexity of all the labels on the market. All these topical issues will be dealt with at medFEL through its live content programme.

Themes addressing the industry's issues

Hosted by the **specialist industry journalists** Florence Rabut and Olivier Masbou, the round tables will notably cover **four inspiring and current topics**:

- **Processing: developing French origin in processed F&V**
- **Fruit & vegetables: does communication support consumption?**
- **Organic sector: what is the impact of new retail concepts?**
- **The label jungle: obligation or real promotion?**

These sessions will provide **innovative perspectives** and offer an opportunity for **worthwhile discussions to accompany the change** happening in the sector.

Fruit and vegetable prices: the heart of the matter?

This year for the first time, medFEL will be the setting for the exclusive **Big Debate** on a subject at the heart of the news: **"Are fruit and vegetables expensive?"**

Watch this space: the speakers at this round table will be announced in the coming weeks!

All this, without forgetting the much-awaited European forecasts for summer fruit

A genuine highlight of medFEL every year: **melons, apricots and plums** live at the show, and **peaches/nectarines** as part of the 'medFEL Tuesdays' on 20 May 2025.



MEDEMPLOI, THE RETURN OF THE SECTOR'S CAREER FAIR

Since 2023, medFEL has shone a light on the **employment and skills issues of the Fruit and Vegetable sector**. In partnership with the Occitania Fruit and Vegetable Federation, medEMPLOI is back for this new edition.



On the agenda:

- A **dedicated series of talks** to help professionals in their HR actions
 - A focus on two occupations suffering from labour shortages: cropping manager and buyer – State of play and opportunities
 - Meeting your needs to find your talent: cropping manager and buyer, training and financing
 - Broadening the target audience: attracting more women to jobs in farming
 - Employer brand: highlight your social credentials with the HANDIWE label.

And also a **job dating feature for fruit and vegetable professionals**, organised in association with France Travail.



MEDFEL IN OCCITANIA: THINK LOCAL, ACT GLOBAL


For more than 15 years, medFEL has been held in **Occitania**, the French region ranking **second in the country for fruit and vegetable production**, and the **leading region for organic farming and the number of products bearing labels**.


It should be recalled that **Perpignan is the leading European Fruit and Vegetable dispatching hub**: the vocation of medFEL is to bring together sustainability-minded professionals from all over France and beyond its borders.

How? By offering an exhibiting platform for eco-responsible fruit and vegetable producers, but also for all the firms in the industry that care for the environment and are sensitive to green practices.



WHAT YOU NEED TO REMEMBER

 The **15th edition** of the medFEL trade show

 **When?** On Wednesday 23 and Thursday 24 April 2025

 **Where?** At the Perpignan Exhibition Center

On the conference programme:

- Processing: developing French origin in processed F&V
- Fruit & vegetables: does communication support consumption?
- Organic sector: what is the impact of new retail concepts?
- The label jungle: obligation or real promotion?



250

exhibitors expected



5,000

professional visitors
expected



50

international
VIP buyers

1

Exclusive Big
Debate



4 summer fruit
harvests forecast

ASK FOR YOUR PRESS ACCREDITATION

>> BY CLICKING HERE <<



CONTACT US

More information on www.medfel.com

Stay up to date on the latest developments from medFEL on social: [#medfel2025](https://twitter.com/medfel2025)



ABOUT AD'OCC

The regional economic development agency supports companies in the Occitania / Pyrenees-Mediterranean region at each stage of their development: creation, establishment, innovation, growth, finance, export, transfer of ownership, while strengthening the appeal of the region.

[Download the Agence Ad'Occ press kit \(in French\).](#)

ABOUT SPAS ORGANISATION

SPAS ORGANISATION is the largest French organiser of tradeshows and consumer events dedicated to organic products, wellness and art de vivre. SPAS Organisation organises 20 events: organic, consumer and trade exhibitions in Paris and around France and trend forums.

[Further information and exhibition calendar here.](#)

MEDIA ENQUIRIES

Local media : Jérôme Bouchindhomme – AD'OCC

jerome.bouchindhomme@agence-adocc.com - Tel. +33(0)6 50 93 90 42

French and international media : Clarisse HARDY – SPAS Organisation

chardy@spas-expo.com – Tel. +33(0)1 77 38 89 19

A show by



Organized by



Agence de Développement Économique