

# PRESS RELEASE

## medFEL 2026 confirms its role as a strategic hub for the Fruit and Vegetable industry

May 2026

On Tuesday 28 and Wednesday 29 April 2026, medFEL once again brought together fruit and vegetable industry professionals in Perpignan for two intense **days focused on business, networking and forward-looking discussions.**

With attendance significantly up and an even stronger international dimension, the 2026 edition confirms the growing importance of a strategic, unifying trade show firmly focused on the future.

“ *Once again this year, medFEL confirms its position as a **unique and essential trade show** in France for the **fruit and vegetable sector**, both through the quality of its exchanges and the relevance of the initiatives on offer. The structuring Occitanie / Sud de France Pavilion, targeted support for companies, qualified international buyers through the AD'OCC business convention, and the continued development of medEMPLOI around the key issue of employment and career attractiveness all illustrate the strong momentum underway for Occitanie and beyond.*

*The **high level of the conferences**, particularly the one dedicated to the 30th anniversary of the CMO, held via duplex with Member of the European Parliament Éric Sargiacomo, also positions medFEL as a **genuine forum for reflection on the future of the sector.***

*medFEL is therefore establishing itself both as a **commercial accelerator for companies** and as a **strategic meeting place for the entire industry.*** ”

Nicolas Schaeffer, CEO of the AD'OCC Agency.

### A QUALIFIED, DECISION-MAKING VISITOR PROFILE...

With **3,795 professionals attending, up 8%** compared with 2025, medFEL recorded increased attendance and confirmed its appeal among the sector's key players.



 **3 795**

professional visitors



**+210**

exhibitors

**42%**

of producers



**1** Exclusive  
Grand Debate

**700**

participants in  
the Agora conferences



**25**

international buyers

**12%**

of international visitors



The trade show brings together the entire ecosystem, with strong representation from buyers and market influencers. Retailers accounted for **nearly one-third of visitors**, reinforcing the show's strong business positioning.

Among the brands represented were **Auchan, Carrefour, E.Leclerc, Intermarché, Coopérative U, Grand Frais and Metro**, as well as **Biocoop and Naturalia** in the organic segment. Wholesalers and trading companies were also strongly represented, including **Pomona, Relais Vert and Desmetre**, alongside processors such as **Andros, Lucien Georgelin and Thiriet**.

Another strong indicator: **12% of visitors came from abroad**, with particularly strong representation from Spain, as well as numerous professionals from Algeria, Morocco, Belgium, the United Kingdom, Switzerland and Italy.

## ...AT A TRADE SHOW FOCUSED ON BUSINESS AND EFFICIENCY

More than ever, medFEL is reaffirming its core mission: to act as a **business accelerator**. Over the course of two days, **more than 600 pre-arranged business meetings** enabled exhibitors and buyers to optimize their presence and generate concrete opportunities.

The **international business convention** welcomed **25 buyers** from strategic markets across Europe, Asia, Latin America and Africa.



With **211 exhibitors (+4.5% vs. 2025)**, medFEL continues its growth momentum while preserving its DNA: a **human-scale trade show** designed to encourage direct exchanges and tangible opportunities. Nearly **42% of exhibitors** were **producers**, illustrating the event's strong upstream roots and its representation of the entire value chain.

**The first agreements were already signed on-site.** The agreement governing the **Saint-Charles Quality Approach** was **renewed for three years** between the National Union of Fruit and Vegetable Importers/Exporters (SNIFL) and the DGCCRF.

Meanwhile, **Coopérative U and AOPn Prune** signed a **partnership agreement at medFEL** covering the marketing of 95% of its 2026 plum offering sourced from France and 80% of certified volumes under the "Vergers Écoresponsables" label.

**Friendly, efficient and resolutely business-oriented**, medFEL has established itself as the must-attend trade show for the fruit and vegetable industry, **where meetings turn into business opportunities.**



## MEDEMPLOI: THE HUMAN CHALLENGE TAKES CENTER STAGE



The medEMPLOI program once again demonstrated its value to the sector: the job-dating event brought together **4 companies** and **19 candidates**, with 8 profiles already shortlisted. In 2025, the job-dating sessions led to the recruitment of three employees.

**The workshops were fully booked**, illustrating the growing interest in recruitment challenges and career attractiveness.

Recruiting, attracting and retaining talent are now fully integrated into the medFEL experience.

## AN AGORA AT THE HEART OF THE SHOW TO DISCUSS INDUSTRY CHALLENGES

A place for discussion and analysis of major trends, the Agora has become a key space for **understanding sector transformations and anticipating future challenges**. As every year, the trade show hosted the official announcements of apricot harvest forecasts, plum harvest forecasts and melon planting forecasts.

Conferences and keynote sessions once again proved highly successful, attracting nearly **700 participants over the two days**.



## AND IT CONTINUES!

The final highlight before meeting again in 2027: the **peach and nectarine harvest forecasts webinar** will be broadcast live from Interprunus in Lleida on **21 May at 9:30 a.m.**

*Translation available in French, English, Spanish and Italian.*

**[» REGISTER HERE «](#)**

With rising attendance, a rich program, stronger exhibitor participation and sustained business activity, medFEL 2026 confirms its positioning as **an efficient, targeted trade show dedicated to exchanges and results**.

**SEE YOU ON WEDNESDAY 28 AND THURSDAY 29 APRIL 2027  
AT THE PERPIGNAN EXHIBITION CENTRE  
FOR THE NEXT EDITION!**



## CONTACT US

More information on [www.medfel.com](http://www.medfel.com)

Stay up to date on the latest developments from medFEL on social: [#medfel2026](https://twitter.com/medfel2026)



### ABOUT AD'OCC

The regional agency for attractiveness and development 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.

[Further information in the AD'OCC press area here.](#)

### 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**

[presse@agence-adocc.com](mailto:presse@agence-adocc.com) – Tél. +33(0)6 23 30 23 01

**French and international media : Clarisse HARDY – SPAS Organisation**

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

[A show by.](#)



[Organized by.](#)



Agence Attractivité & Développement