



Le rendez-vous international de l'innovation bio

The international meeting place for organic products



VALENCE, France

6th & 7th
april 2016

4th edition

In 2016, renew consumer delight!

[in](#) [f](#) [t](#) #biondays | www.biondays.com



Avec Organics Cluster, le bio gagne du terrain !
With Organics Cluster, organic is gaining ground!

A Word from the Organics Cluster Team

We are delighted to announce the return of B.I.O N'Days.

Our 4th event so far, it was originally created by Organics Cluster in 2010, and has successfully grown into an unmissable fixture in the organic business calendar. In 2014, over 300 participants attended the unveiling of the first prospective study exploring the future of organic markets in 2025, and 500 took part in technical and sales B2B meetings.

Today our sector is riding a wave of strong momentum, yet it is vital we pause to reflect on our future. To grow in a fast-changing society, we must keep placing the consumer at the heart of our strategies. But how? By continuing to innovate, stand out from the competition, expand into new markets and get consumers involved. In addition, we must anticipate and factor in potential risks and crises that may damage our image.

B.I.O. N'Days 2016 will focus on these very issues. As in 2014, you will get unique foresight into the future of organics, and new this year, you will discover the industry's most likely growth path. Plus other exclusive treats in store:

- a study carried out by a leading forecasting agency specialized in shedding light on the current and future needs and expectations of consumers.
- consumer testing for the best product innovations in the Tasting & Testing Tour.
- practical workshops to help you set up winning strategies for the future.

We hope you enjoy the event, and are confident that B.I.O. N'Days 2016 will meet your expectations and reflect the key values of Organics Cluster: pragmatism, dynamism, innovation and bonhomie ... essential ingredients for fruitful networking.



Frédéric Vignolet, President of Organics Cluster
Nicolas Bertrand, Development Manager



B.I.O. N'Days 2016

Renew consumer delight!

2 DAYS TO DEVELOP NEW MARKETS, PARTNERSHIPS, PRODUCTS, TECHNIQUES AND SALES.



Spurred by the success of the 3rd B.I.O. N'Days event in 2014, Organics Cluster, a network uniting organic businesses in Rhône-Alpes, is bringing it back again in 2016.



ORGANICS CLUSTER, N°1 ORGANIC BUSINESS NETWORK IN RHÔNE-ALPES

Organics Cluster was set up as a registered association in 2006 with the support of the Rhône-Alpes region, and other public and private partners to inject dynamism into the local organic sector and boost its competitive edge. A unique hub in France, Organics Cluster focuses on three main initiatives – informing, guiding and bringing together organic businesses. It offers help and expertise to the Rhône-Alpes organics sector in terms of marketing, international trade and even commercialisation. Organics Cluster boasts more than 150 member companies, with 30 projects accomplished in 2014, 25 official partners and €1,200K in regional investment to finance projects for SMEs.

OBJECTIVES FOR 2016

10 countries represented

350 participants

600 B2B meetings

LOOKING BACK AT THE LAST 3 EVENTS

B.I.O. N'Days is one of a kind, focusing on the marketing and technology innovation of organic products (food, cosmetics, textiles, household cleaning products) in France and abroad.

The event brings together professionals from across the French and international organic markets.

It is an unmissable business opportunity for partners and companies to anticipate, innovate and exchange ideas and information about the future of organic products.

- > **Find out** about new, emerging trends and possible outlooks for organic markets in 2025.
- > **Take part** in round-table meetings and themed workshops to discuss the challenges and opportunities set to drive future projects.
- > **Identify** potential technical and business partners and pump new life into your networks.
- > **Be one of the first to test** the latest organic product innovations.
- > **Promote** your products, showcasing to processors, distributors, equipment suppliers and technical centres.

Our international partners:

Decision makers, distributors, business leaders, producers, processors, equipment suppliers, institution representatives, technical experts, financiers ...

All sectors:

Agri-food, cosmetics, textiles, household cleaning products ...

A winning track:

- > Conferences with experts
- > Organic companies sharing first-hand experience
- > B2B meetings
- > A Tasting & Testing Tour
- > New innovations
- > A friendly setting to make new contacts



Conference Programme – B.I.O. N'Days 2016

This two-day gathering will give you the keys to understanding market shifts and consumer expectations, as well as the tools to developing winning communication, marketing and product innovation strategies.

OBJECTIVES: GETTING TO KNOW, WINNING OVER, KEEPING, INVOLVING AND REASSURING CONSUMERS ... AND RENEWING THEIR DELIGHT.

B.I.O. N'Days 2016 will notably be addressing the follow-up analysis of the prospective study «Organic Markets in 2025», and disclosing the findings of a new and exclusive 2016 study of consumer profiles for organically certified food and cosmetics. The organics sector has been on an upward growth trend since 2006, winning over new consumers and building loyalty. A detailed profile of organic food and cosmetics consumers will be officially unveiled to participants at B.I.O. N'Days 2016. The study will be carried out by OPINION WAY between 27th January and 8th February, in partnership with Cosmebio. A panel of 1,000 customers who have bought organic products in the past 12 months will answer precise questions about their lifestyle, work and interests, expectations, concerns, incentives and preferred media channels ... A whole new minefield of information awaits you on 6th and 7th April, to help companies develop organic products and strategies in tune with the market.

HIGHLIGHTS:

- > 11 conferences gathering experts and companies
- > 2 ground-breaking studies
- > Over 20 national and international speakers

WEDNESDAY 6 APRIL 2016

9 A.M

Opening address:

→ M. Frédéric VIGNOLET, President of Organics Cluster

OPENING PLENARY SESSION:

4 scenarios for «Organic Markets in 2025». What does the future hold for 2016? Which scenario are we heading towards? Is it beneficial to the sector?

→ Mme Céline LAISNEY - AlimAvenir :
www.alimavenir.com

11 A.M

Organics +++ yes! But what about the consumer?

→ IFOAM EU :

www.ifoam-eu.org

→ Mme Cécile GUYOU - BioCohérence :

www.biocoherence.fr

→ Mme Hélène GABORIT - Maison GABORIT :

www.bernardgaborit.fr

→ Mme Inka SACHSE Soil & More :

www.soilandmore.com

Breathing new life into organic cosmetics distribution: consumer expectations and emerging distribution methods.

→ Mme Sandrine HALLER - Agence CARREE :
www.lagence-carree.com

12H30 – 2 P.M / LUNCH

2 P.M

Innovating Health and Nutrition on the Organic Market: key points to devise a winning formula.

→ Mme Emilie - NUTRIFIZZ :
www.nutrifizz.fr

Le développement des Huiles Quintesens

→ M. Sébastien LOCTIN - Biofuture :
www.quintesens-bio.com

3.30 P.M

Using innovative formulas to develop organic cosmetics.

4.30 P.M

Panic Organic how to tackle real and alleged crises surrounding organic products.

→ M. Jean-Marc LEVEQUE- Triballat :
www.triballat.fr

→ Mme Claire DIMIER VALLET – SYNABIO :
www.synabio.com

→ Mme Sylvie PIERRE - ISARA et Agence Arjuna :
www.isara.fr

6.30 P.M / GET-TOGETHER EVENING

THURSDAY 7 APRIL 2016

9 A.M

Exclusive study: profiling organic food and cosmetic consumers, carried out by Opinion Way and Senseva for Organics Cluster and Cosmebio.

Do we really know the organic consumers of 2016? How are their consumer behaviour patterns changing? How can we cater for different types of consumers in an appropriate and insightful way?

→ Mme Nadia Auzanneau - Opinion Way

11 A.M

Inspiring original design and layout. Getting consumers involved: ideas for adding new spark to organic food distribution

→ M. Yannick LeBourgeois Biocoop Dada - Paris (10^{ème})

→ Coop Sweden

→ Ms Mette Mecklenburg von Undall - Danish Food Cluster : danishfoodcluster.dk

Asian cosmetics and their usage: an inspirational model?

→ Mme Laura Koepler – Beauté Porcelaine : www.beaute-porcelaine.com

12H30 – 2.30 P.M / LUNCH

2.30 P.M

Co-creation with consumers: getting users involved in product development to ensure success in new innovations.

→ Thibault Liebenguth - AIR

4.30 P.M

CLOSING PLENARY SESSION: professionals from the processing and distribution sector present their vision for renewing consumer delight.

→ Mme Roxane Nonque - Féminin Bio

→ M. Guillaume Lecomte - Bonneterre

→ M. Benoit Soury - La Vie Claire

18H / CLOSE OF EVENT – B.I.O. N' DAYS 2016

B2B meetings for technological and business partnerships



And many other brands ...



TASTING & TESTING

B.I.O. N'Days is a golden opportunity for brands to get their product innovations showcased and sampled, and ultimately re-inspire the consumer!

In addition to a packed programme of conferences, themed workshops and B2B meetings, this event also offers brands the unparalleled opportunity to promote their product offering and get it sampled by a panel of more than 400 participants from around the world, including distributors, business leaders, producers, processors, equipment suppliers, institution representatives and technical experts.

Packaging tests, product testing and sensory testing: all the tools you need to fine-tune your products and make a greater impact when launching them on the organic market!



NEW FOR 2016: CONSUMERS WILL TEST YOUR PRODUCTS AND VOTE FOR THE BREAKTHROUGH INNOVATION MOST LIKELY TO BRING THE MAGIC BACK TO THE ORGANIC SHELVES!

THE TASTING & TESTING TOUR – PRACTICAL DETAILS

BEFORE THE EVENT

Your product will be presented at a special testing session to a cross section of 15 to 20 volunteer consumers, both organic and non-organic, all handpicked by Organics Cluster, and mainly the from the clientele of organic stores.

The sample group will test each product, give detailed feedback, and finally vote for the most innovative new products (from the cosmetics, health and wellbeing, food, textile and/or household cleaning products markets).

Each company competing will be given personalized and confidential feedback at B.I.O N'Days.

The winners voted for sparking renewed consumer interest will be officially announced on 7th April during the closing conference, in partnership with leading consumer magazine Féminin Bio.

DURING THE EVENT

Your product will be tested for an entire day at B.I.O. N'Days 2016.

In between conferences and B2B meetings, the 400 expected attendees will be able to test the new product innovations throughout the day!

B.I.O. N'Days Partners

WITH THE FINANCIAL SUPPORT OF:



TECHNICAL PARTNERS:



B.I.O N'DAYS WILL TAKE PLACE AT INEED RHÔNE-ALPES

Quartier Rovaltain TGV

1, rue Marc Seguin / 26300 ALIXAN

(Easy access to the Rovaltain ECOPARC, based near Valence TGV station, and just off the A49.)

MORE INFORMATION : WWW.BIONDAYS.COM



CONTACT :

Audrey BOUTON

Chargée de projet innovation / Innovation project manager

Mail : abouton@organics-cluster.fr

T: +33 (0)4 75 55 80 11

CONTACT PRESSE : MYBEAUTIFULRP - BEAUTÉ ET BIEN-ÊTRE AU NATUREL - SOPHIE MACHETEAU
22 Sente du Nord - 92410 Ville d'Avray - 01 74 62 22 25 / sophie@mybeautifulrp.com - claire@mybeautifulrp.com