



FEEES FOR THE EVENT

FEEES FOR NON-MEMBERS

ENTRY FOR 1 PERSON (1 DAY)	€500
ENTRY FOR 1 PERSON (2 DAYS)	€600

SPECIAL RATES FOR CLUSTER BIO MEMBERS AND PARTNERS

ENTRY FOR 1 PERSON (1 DAY)	€200
ENTRY FOR 1 PERSON (2 DAYS)	€300
SPECIAL START-UP / SMALL BUSINESS RATE - 2ND PARTICIPANT	FREE

OPTIONAL EXTRA

TASTING & TESTING TOUR	€250
GET-TOGETHER EVENING (DINNER INCLUDED)	€50



SIGN UP ONLINE

Set up your own tailor-made programme online, and fix your B2B meetings in advance to suit your schedule.

For more information about the programme, visit our website:
WWW.BIONDAYS.COM

AN INITIATIVE LED BY



CO-ORGANISED BY



The epicentre of organic stakeholders in Auvergne-Rhône-Alpes

Our aim: to promote the organic sector, and guide your company every step of the way throughout its life cycle. Processors, distributors, experts and research centre. Today we have a network of more than 300 French members in the Auvergne-Rhône-Alpes region. For more information contact us on **+33 (0)4 75 25 97 00** or at www.cluster-bio.com

The Drôme has been developing organics since the 70s, and today is France's leader in the field. The department is an organic hothouse, with a strong local dynamic covering a wide span of areas including farming, the food industry, household cleaning products, cosmetics, wellbeing and spa treatments. The Drôme is reputed for its farming excellence, especially in tree farming and viticulture, but is also renowned for being at the top of the game in organic farming. The Drôme local authority is co-organising this event as part of its support to promote the organic sector.

Follow the event on social media:



WITH THE SUPPORT OF



How do we ensure long-term growth for the organic market ?

6th INTERNATIONAL BUSINESS CONVENTION FOR ORGANIC PRODUCTS

25th and 26th March 2020 in Valence

ESPACE HEMERA – **PARC D'ACTIVITÉS DE ROVALTAIN**

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EXCEPTIONAL DAYS

For meeting, discussing, testing, promoting and boosting your business on the organic market.

For the past 12 years, B.I.O.N'DAYS has been bringing together professionals from across the organic market - food industry, cosmetics, textiles and household cleaning products - from France and across the world.

HOW DO WE ENSURE LONG-TERM GROWTH FOR THE ORGANIC MARKET?

In today's world, the organic market is thriving as a viable response to the societal and environmental challenges we are having to face. But 'just' organic is no longer enough. The organic market has become one of many recent levers for change helping to develop better consumer habits, maintain health, and address ecological concerns. 73% of organic consumers have consumed organic products in the last 5 years.*

The big challenge today however is to maintain loyalty amongst these new organic consumers, and meet their expectations.

*Source Agence bio 2018

WEDNESDAY 25 MARCH



THE STATE OF PLAY: AN OVERVIEW OF TODAY'S ORGANIC MARKET

What strategies are needed to help boost business?

Political address

Taking stock. What has been the initial impact of the French Food Forum in 2017?

In 2018, following the French Food Forum, France introduced the EGalim Law. Two years down the line, we can take a first look at how efficient its impact has been on balancing trade relations, and making collective catering more organic. And what next? What role will public authorities take in shaping the future of

Conference

Organic market 2019 in figures

With households buying more and more organic products, there is now room for all stakeholders to find their niche on this popularised, dynamic and fast-changing market. Get an overview of the state of play and market trends in 2019 for the different distribution chains and see a breakdown of sales performance by category to help steer your business as effectively as possible.

Panel discussion

How do you position yourself on an ever-shifting market?

Faced with market growth, stakeholders must adapt their individual strategies and position themselves to keep up with the pace of change. The historic strands at the root of the organic market, added to by the arrival of major food manufacturers, coupled with startups entering the game, all create a dynamic ecosystem that is forever driving forward to sharpen the definition of its values, goals and ambitions.

Workshops

In 2014 Cluster Bio began work on a prospective study aimed at exploring the future of organic markets in 2025, by developing a set of potential scenarios based on key variables, including consumer behaviour, distribution, state aid and changes in purchasing power.

- 1 Organic food sector: what's in store for 2025?
- 2 Organic cosmetics sector: what's in store for 2025?
- 3 Distribution: what will the preferred channels be in 2025?
- 4 How can we secure supply chains?



BOTH DAYS

TASTING & TESTING TOUR

To be the first to try out our new product innovations and meet the people behind the ideas, why not hold a stand throughout the event in our exhibition area, where you too can present your own products to a panel of professionals who will vote for the winner of the B.i.O.N'Days 2020 Innovation Prize (best product across four categories).



BOTH AFTERNOONS

B2B MEETINGS

Schedule your professional face-to-face meetings during B.I.O.N'Days to develop your business. More than 250 B2B meetings were set up in 2018. Manage your own tailor-made programme.



25 MARCH, 6 PM

GET-TOGETHER EVENING

A friendly get-together evening for you to build your network.

THURSDAY 26 MARCH



BEYOND ORGANIC: NEW TRENDS COMING TO THE FORE

How do we work them in to our model to better meet the needs of new consumers?

Conference

What are the emerging trends in France and worldwide? What impact will they have on products and services?

Organic farming is one of the main new consumer trends emerging, but it is no longer enough. Stakeholders have decided to go a step further by boasting added promises, such as local, zero waste... or even offering alternatives in direct competition with the organic label.

Panel discussion

Zero-waste refill shops, digital, vegan, zero pesticide residue... Hear it from the trailblazers!

Buying incentives, eating habits and consumer demands are evolving. And today that means refill options are becoming more accessible and mainstream in shops, more vegan products being launched, and even changing methods in design and production. What drives these stakeholders? What is their stance as regards organics?

Panel discussion

CSR, fair trade, digital... The groundbreakers have their say and point the way.

Product development is only part of the overall picture, because today's companies are also adopting new practices and business models to create a more positive social impact, and make it known. Those who have followed these new paths will share feedback on their experience so far, to help you shape your own views on the issue.

Workshops

The workshops will let you gain information and top advice from experts in the field, plus deeper knowledge of consumer trends to see which ones can be adapted to your business.

- 1 How can you innovate with ingredients?
- 2 How does digital bring added value to organic?
- 3 How do you work eco-design into your business?
- 4 CSR - how do we turn good intentions into action?