



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
Company < 5 years old with a turnover of < €150 K / year, and a Cluster Bio membership.

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



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 centres... 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

Follow the event on social media:



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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.



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

6th INTERNATIONAL BUSINESS CONVENTION FOR ORGANIC PRODUCTS

25th and 26th March 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?

Opening

9.30 - 10.15 a.m.

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

In 2018, following the French Food Forum, France introduced the EGalim Law. And what next? What role will public authorities take in shaping the future of organics?

- Florent GUHL, Director of Agence Bio

Conference

10.15 - 11.15 a.m.

Organic market 2019 in figures

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.

- Nadège PETEUIL, Senior Consultant, IRI Worldwide
- François LABBAYE, President, Bio Développement

Panel discussion

11.30 a.m. - 12.45pm

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

The historic strands at the root of the organic market, added to by the arrival of major food manufacturers, coupled with start-ups entering the game, all create a dynamic ecosystem that is forever driving forward to sharpen the definition of its values, goals and ambitions.

- Pierre-Antoine MOREL, Organic Upstream Manager, Blédina
- Christophe POCHIC, President, Gustoneo
- Jean-François PERRET, Organic Sector Network Leader & Organic Arable Crops Technical Advisor for the agricultural cooperative Groupe Dauphinoise

⊕ Other speakers to be confirmed...

Workshops

Hear it from the experts bringing first-hand knowledge to these workshops to help you take a fresh approach to the way you work, and picture yourself in the organic market of 2025. Learn how to strengthen your supply chains to better face the future.

2.15 - 3.30 p.m.

Distribution: what will the preferred channels be in 2025?

- Sauveur FERNANDEZ, Econovateur

2.15 - 3.30 p.m.

How can we secure supply chains?

- Vincent LLAURY, SVP Concept

3.45 - 5 p.m.

Organic food sector: what's in store for 2025?

- Marithé CASTAING, Adrien PETIT, Bastien BOISSONNIER, Cluster Bio

3.45 - 5 p.m.

Organic cosmetics sector: what's in store for 2025?

- Caroline GIRARD, Lauriane LUBERT, Cluster Bio



BOTH DAYS

TASTING & TESTING TOUR

Present your own products to a panel of professionals and win the B.i.O.N'Days 2020 Innovation Prize.



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.



25 MARCH, 6 P.M.

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?

Opening

9.30 - 10 a.m.

How can we best respond to consumer questions about the AB organic label?

Today's consumers are overwhelmed by all the changes in regulations, debate over hothouses and new certified labels arriving on the market. Find out how to answer their questions to shed light on these issues.

- Florent GUHL, Director, Agence Bio
- Adrien PETIT, Director, Cluster Bio

Conference

10 - 11.15 a.m.

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

'Just' organic 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.

- Caroline ROUX, Food & Drink Analyst, Mintel

Panel discussion

11.30 a.m. - 12.15 p.m.

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

Buying incentives, eating habits and consumer demands are evolving: refill options are more accessible and mainstream in shops, more vegan products are being launched, and there are even changing methods in design and production.

- Jean-Phillippe LEFRANCOIS, General Director, Alpina Savoie
- Sébastien LEVY, Supply and Demand Manager, Naturalia
- Célia RENNESSON, Managing Director, Réseau Vrac

Panel discussion

12.15 - 1 p.m.

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.

- Christophe AUDOUIN, General Director, Les Prés Rient Bio
- Bernard KIMMEL, Co-founder of Arcadie and President at Biopartenaire
- Margot LUSCAN, General Director, Les Petits Bidons

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.

2.15 - 3.30 p.m.

How can we innovate with ingredients?

- Gaëlle FREMONT, Ingrébio
- Pascale BROUSSE, Trend Sourcing

2.15 - 3.30 p.m.

CSR - how do we turn good intentions into action?

- Isabelle FRAPPAT, FEEF
- Mathilde GSELL, Synabio

3.45 - 5 p.m.

How do you work eco-design into your business?

- Frédéric CADET, Ecodesign agency

3.45 - 5 p.m.

How can media relations and influencers bring added value to organic?

- Isabelle BAREGES and Ludivine DI MEGLIO, ComRP agency