

Four days with the *Crème de la Crème*

The 16th edition of the Cheese and Dairy Products Show will take place from **Sunday 23 to Wednesday 26 February 2020** at the Porte de Versailles Exhibition Centre.

As a leading professional event, it will bring together 250 exhibitors (producers, manufacturers of equipment for trade, services, etc.) and 8,000 purchasers from all over the world, all focused on **cheeses and other high-quality dairy products**.

A new visual that really cuts it!

For Alain Dubois, the show's president and founder, "it's important that we leave the show's values intact - values that have been part of its DNA since it was first held in 1991. This new visual perfectly illustrates its aim of showcasing high-quality cheeses and dairy products... while at the same time giving a nod to the artisan/artistic work in which cheese and dairy professionals engage".

By incorporating three components - Paris, Cheese and Know-how - into one image, we are ensuring that the Cheese and Dairy Products Show is perceived as a benchmark event.



Spain - the El dorado of cheese

Spain is Europe's eighth producer of cheeses with more than 150 different varieties - including 32 PDOs or PGIs - the majority of which are made using traditional methods. Its long dairy tradition has been enhanced over the years by numerous other influences.

"By choosing Spain as Guest country of Honour at the 2020 edition, we can shine a light on the country's momentum and the diversity of its production", says exhibition manager Céline Glineur. Over the four days of the show, buyers from all over the world will be able to find out about or further develop their knowledge of Spanish cheeses and dairy products.

2020 - an edition resolutely focused on the whole world

With people eating more and more cheese both in France and abroad, it has never been so fashionable.

As a true barometer of the market, the Cheese and Dairy Products Show wants to attract even more companies from Europe's main cheese-producing countries so visitors can meet new suppliers and test new products, as well as finding out about the sector's current trends.

The 2018 edition: a few figures

- 219 exhibitors
- 12 exhibiting countries
- 36% new exhibitors
- 29% international exhibitors
- A major show driving business for 84% of exhibitors
- 7,644 professional visitors
- 21% overseas visitors
- 48 countries represented
- 78% purchasers
- More than 300 press articles
- 130 journalists at the show

Contact

Isabelle Fabre – isabelle.fabre@comexposium.com – +33 (0)1 76 77 12 97



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