

A new milestone reached for the 16th edition of the Cheese and Dairy Products Show



The Cheese and Dairy Products Show has ended, after four days brimming with events, discussion, business and warmth!

A milestone was reached with a record number of exhibitors (281, 43% of which were exhibiting for the first time) and visitors (8,486 visits +11% more than in 2018).

"The show's offering was yet again expanded, while at the same time bolstering its fundamental values of tradition, authenticity and quality. It was an international event in a number of ways, including its visitors, exhibitors and events. We are also delighted to have been able to put Spain in the spotlight, and we would like to thank the 46 Spanish exhibitors who brought their high-quality products to the show," said Céline Glineur, Director of the Cheese and Dairy Products Show.

For the first time, the Cheese and Dairy Products Show was opened by Didier Guillaume, France's Minister for Food and Agriculture, alongside the Spanish ambassador, his Excellency José Manuel Albares Bueno.

A more international show than ever!

Among the exhibitors, 42% were from abroad, the highest proportion since the show first opened, and 14 countries were represented: Spain, the UK, Estonia, Portugal, Switzerland, Germany, Belgium, Ireland, Italy, the Netherlands, France, Bulgaria, Greece and the US.

With 21% of the buyers overseas professionals, visitor numbers were higher yet again this year: 56 countries were represented, the 10 most represented ones being: Spain, Switzerland, Belgium, Germany, Italy, the Netherlands, the UK, Canada, the US and Japan

Ambassadors or their representatives came to this year's Cheese and Dairy Products Show and got to talk with numerous companies from their countries: Estonia - Bulgaria - Germany - Switzerland - the Netherlands - the UK - Belgium - Greece - Ireland, etc.

New generation and food services in the spotlight

This year, the Show hosted two new competitions: the "Un des Meilleurs Apprentis de France Crémier-Fromager" (one of the best apprentice cheese-dairy professionals in France) competition and the "Assiette de Fromages" (cheese platter) competition. The Lyre d'Or competition, Expert Meetings, conferences and other workshops all proved tremendously popular with visitors.

Worth noting is that the two trips outside the city centre, the Paris Cheese Experience, gave 20 professionals the opportunity to discover Rungis Market and other Paris boutiques.



What some of our exhibitors said

"An excellent show in 2020, which got off to a very good start with the sale of a brand-new model of lorry on the very first day!"

Etalmobil, manufacturer of store lorries – France

"We are extremely pleased with our first experience taking part in the show. We were very warmly welcomed. We made some excellent export contacts in particular. Very satisfied, we hope to come back in two years."

Pur Natur, organic yoghurts, cream, cheese, milk and butter – France

"We wanted to take part in the Cheese and Dairy Products Show to get us known on the French market and we were looking for a distributor. Mission accomplished. We are very pleased to have been hosted right in the heart of the Discovery Village".

Andre Juustufam OÜ, farmhouse cheese producer – Estonia

"Meetings with very high-quality buyers that will see contracts being signed in the next few days. We are long-time exhibitors at the Cheese and Dairy Products Show and are really pleased with this year's event."

Paul Georgelet, producer of Mothais and goat's cheese – France

"In 2018, we exhibited in the Discovery Village. We were very pleased with the experience, and so in 2020, we decided to take a larger stand to present our new range of cream desserts to professionals. We did the right thing by coming back: feedback about the tastings and the discussions we had with buyers have been very positive"

Fierbois Tradition, producer of yoghurts and cream desserts – France



Key figures

- 281 exhibitors from 14 countries
- 42% international exhibitors
- 43% new companies
- More than 110 new products exhibited
- 8,486 professional visitors +11% vs. 2018
- 21% international visits
- Leading 5 visitor countries: Spain, Switzerland, Belgium, Germany, Italy
- 45,000 people reached in four days over the social networks
- An online community of 9,600 subscribers

**SEE YOU IN PARIS IN 2022 FOR THE 17TH EDITION OF THE CHEESE AND DAIRY PRODUCTS SHOW
GET IN TOUCH WITH US IF YOU WOULD LIKE TO INTERVIEW THE SHOW'S PRESIDENT OR DIRECTOR!**

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