



ecosalud

BARCELONA 2019

12-14 April 2019
Fira Barcelona
Montjuïc
Hall #1

HEALTH AND NATURAL
PRODUCTS EXHIBITION

*“EcoSalud, the fair
for professionals of
natural products.”*

In collabotaion with:

natexpo

Organizes:


INTERALIA

At:


Fira Barcelona

www.expoecosalud.es

WHAT IS ECOSALUD?

- 1** A fair **dedicated to natural products** and all products for healthy living habits.
- 2** A **meeting** of producers, manufacturers and distributors of natural products with **their points of sale and distribution**.
- 3** An exhibition **oriented and designed specifically for professionals**: distribution channel and health professionals.



HISTORIA DE ECOSALUD

For more than 30 years, Expo Eco Salud was the pioneer fair in Spain in the promotion of health and healthy lifestyles.

In 2019, under the new name of **EcoSalud**, the exhibition begins a new stage with a markedly professional orientation and focused on the natural products market.



WITH THE SUPPORT OF

EcoSalud has the support of business associations, professionals and consumers representatives of the sector.



COLLABORATION WITH NATEXPO

EcoSalud and Natexpo started a collaboration in 2019 to organize the leading professional fair in the sector of natural and ecological products.

The Exhibition will have an important Natexpo pavilion with prominent French suppliers. In addition, conferences and workshops will be organized to show the opportunities that the French organic market offers to Spanish suppliers and distributors.



natexpo

With this collaboration, EcoSalud strengthens its position in the organic products sector and reinforces its professional and international character.

Natexpo is the most important international and professional fair for organic products in France. It's celebrated annually alternating the Paris and Lyon venues.



ECOSALUD SECTORS



NUTRICIONAL SUPPLEMENTS



ORGANIC FOOD



HEALTHY LIFE

DIETETICS



NATURAL COSMETICS



FOOD SUPPLEMENTS



The nutritional supplement sector is the most outstanding in **EcoSalud**, both in number of exhibitors and in occupied surface.

EcoSalud allows manufacturers and distributors to have a personal and direct contact with their sales points and their prescribers:

- ✓ Herbalists/Dietetics
- ✓ Pharmacies
- ✓ Parapharmacy
- ✓ General stores
- ✓ Dieticians / Nutritionists
- ✓ Doctors
- ✓ Nurses
- ✓ Professionals of natural therapies



SPANISH MARKET OF FOOD SUPPLEMENTS

1.000
Mill.€

+10%
anual

+2.000
companys

DIETETICS



“Food products intended for a special diet and appropriate to meet a special nutritional objective.”

Agencia Española de Consumo, Seguridad Alimentaria y Nutrición

The sector includes food products dedicated to special nutritional needs:



- ✓ Gluten Free
- ✓ Lactose Free
- ✓ Nutrition for athletes
- ✓ Food for weight control
- ✓ Vegan products
- ✓ Food for other nutritional needs

ORGANIC FOOD



Organic food is one of the sectors with the **highest expectations for growth** in the coming years.

A population increasingly concerned about health and sustainability, finds in organic products the answer to their demands.

Producers, processors and distributors will have the opportunity to present their offer and their novelties to both the **specialized channel** and the **general channel**.

- ✓ Specialized stores
- ✓ Herbalists

- ✓ Supermarkets
- ✓ Gourmet shops

- ✓ Consumer cooperatives
- ✓ Websites



CONSUMER PROFILE OF ECOLOGICAL FOOD

48% regularly buy in specialized stores

NATURAL COSMETICS



Cosmetic products with ingredients coming, for the most part, from organic farming and whose production and processing methods are respectful with the environment.

HEALTHY LIFE

The providers of products and services for a healthy life also have a place at EcoSalud: elements for a sustainable home, natural care, health maintenance, sustainable fashion ...



WHO VISITS?

EcoSalud is firmly oriented to the professional visitor. Specifically, the fair is aimed at the professionals of the **distribution channel** of natural products and **health professionals** who act as prescribers of these products.

- ✓ Herbalists
- ✓ Dietetics
- ✓ Specialized food stores
- ✓ Supermarkets
- ✓ Pharmacies
- ✓ Parapharmacy
- ✓ Gourmet stores
- ✓ Consumer cooperatives
- ✓ Websites
- ✓ Dietitians/Nutritionists
- ✓ Doctors
- ✓ Nurses
- ✓ Professionals of natural therapies



ECOSALUD IN FIGURES



EcoSalud 2019 aims to reach **20,000 professional visitors** and that these represent 80% of the total attendees.



Professional visitor profile:

- ✓ Points of sale and distribution
- ✓ Healthcare professionals

WHY PARTICIPATE AS AN EXHIBITOR?

- 1 **CONTACT** new points of sale
- 2 **PRESENT** news to your distribution channel
- 3 **PUBLICIZE** your products among the prescribing professionals
- 4 **DIRECT** and personal relationship with your current clients
- 5 **DISCOVER** new business opportunities
- 6 **ENHANCE** the image of your brand



ECOSALUD TECHNICAL CONFERENCE

All the exhibitors can present their proposals to participate in the **ECOSALUD TECHNICAL CONFERENCE** program. These proposals must take into account:

- ✓ The content of the presentations must have a **formative character**.
- ✓ **In no case can they be commercial presentations.**
- ✓ In case of receiving more requests than available tranches, **a committee will select the proposals** that will be part of the program.



OPTIONS OF PARTICIPATION

I - “floor+stand” Option - Modular

Available from 8 sqm.

This option includes the exhibition space, the modular construction of the stand, sign with name of the exhibitor, carpet, lighting, connection and basic electricity consumption, basic cleaning and obligatory insurance.



Stands prices

- Stands up to 12 sqm: **250 €/sqm***
- Stands from 12 sqm on: **236 €/sqm***

*VAT not included



Optionally, you can hire a **furniture package** that includes a table, four chairs, a counter and a warehouse of 1 sqm.

294 €*

OPTIONS OF PARTICIPATION

New **carpentry stand** that will highlight image of your brand

II - “floor+stand” Option - Carpentry

Available from 8 sqm.

This option includes the exhibition space, the wooden construction of the stand, the sign with the name of the exhibitor, carpeting, lighting, connection and basic electricity consumption, basic cleaning and obligatory insurance.

Stands prices

- Stands up to 12 sqm: **283 €/sqm***
- Stands from 12 sqm on: **269 €/sqm***

*VAT not included



Optionally, you can hire a **furniture pack** that includes a table, four chairs, a carpentry counter and a 1 m2 carpentry store.

405 €*



OPTIONS OF PARTICIPATION

III - “only floor” Option

Available from 16 sqm.

This modality includes only the exhibition space.

The exhibitor must be responsible for the design and construction of his stand.

The design of the stand must be done in accordance with the [general decoration rules](#) detailed in section 9 of the General Conditions of Participation.

Stand prices

 Stands from 16 sqm: **168 €/sqm***

*VAT not included



Mandatory insurance, electricity consumption and assembly fee will be billed separately and compulsorily



FACT FILE

Name	EcoSalud Barcelona 2019 Health and Natural Products Exhibition
Dates	12 th , 13 th and 14 th April, 2019
Timetable	Friday and Saturday, from 10am to 8pm Sunday, from 10am to 7pm
Venue	Hall #1 Fira Barcelona –Montjuïc
Periodicity	Annual (altern Madrid and Barcelona)
Visitors	Mostly professional Access to the general public is allowed.
Exhibition sectors	Nutricional supplements, dietetics, organic food, natural cosmetics and healthy life