



WABEL AGENDA 2020

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WABEL will organize in 2020 professional SUMMITS that will cover the following sectors: Food, non-alcoholic Drinks, Beers, Wines & Spirits, Home Care, Personal Care and Beauty products in Europe and in China.

For each SUMMIT, **WABEL** will gather the main international buying offices across all distribution channels to accelerate the business of your exporters.

For every buying office that attends our SUMMITS, **WABEL** collects the buyers' scope and their needs to efficiently prepare the business meetings of each exporter that will have an opportunity to prepare their meetings beforehand.

The formats of the WABEL SUMMITS have proven to be the most efficient to bring direct business opportunities to exporters. The ROI of our professional events are the highest in the industry as each business meeting is qualified and give either direct business opportunities, short medium-term business or highly valuable feedback to suppliers from key buyers in order to improve and succeed.

WABEL delivers on each SUMMIT an average of 14 formal work meetings for brands/suppliers. Each meeting is strategic for buyers for their annual sourcing which ensure the value for the suppliers. We also do deliver informal business meetings on the suppliers' exhibition areas on some of our SUMMITS.

Since early 2019, we gave the opportunity to buyers and suppliers to rate each business meeting. We already collect ratings for 75% of the meetings delivered and we see an average rating of 4.2 out of 5. We do believe that there is still room for improvement but we acknowledge that this number is extremely high as a 4/5 rating already means that there is a short-medium term business opportunity and 5/5 means that they're going to do business in the upcoming weeks following the SUMMIT.

I note that we also would be interested to discuss about implementing our technology to all events that you conduct on an annual basis.

WABEL Frozen Summit - March 11-12 in Paris



It is the SUMMIT dedicated to the **frozen food industry**. Retailers and Food Service companies of the main **European** countries are attending this SUMMIT including the largest buying offices from ME, LATAM and US.

**List of buying offices that attended the 2019 FROZEN SUMMIT on demand*

Categories addressed during the Frozen Summit 2020:

- Frozen Ready Meals
- Frozen Snacking/Party Food
- Frozen Pizza
- Frozen Bakery/Bread
- Frozen Fruits & vegetables
- **Ice cream**
- **Frozen Desserts**

Deadline for suppliers to register: 15/02/2020.

Brochures:

- https://www.wabel.com/sites/default/files/FROZEN_SAVOURY_B2B_SMART_MEETING_2020_BROCHURE.pdf
- https://www.wabel.com/sites/default/files/FROZEN_SAVOURY_B2B_SMART_MEETING_2020_BROCHURE.pdf

Buyers List:

- https://www.wabel.com/sites/default/files/FROZEN%20BUYERS%20LIST%202020_SALTY_0.pdf
- https://www.wabel.com/sites/default/files/FROZEN%20BUYERS%20LIST%202020_SWEET_0.pdf

Admission Form:

- https://www.wabel.com/sites/default/files/Frozen_2020_SALTY_AdmissionForm.pdf
- https://www.wabel.com/sites/default/files/Frozen_2020_SWEET_AdmissionForm.pdf

Video of previous FROZEN SUMMIT: <https://www.youtube.com/watch?v=5sfbn6tS7co>

**For group of companies/federation, we offer -10% (min. 5 companies). Only available for Essential and premium packages. 8,370€ instead of 9,300€.*

**Training available for a group of companies the day before. Starts at 1,000€/company*

WABEL Dairy Summit - March 11-12 in Paris



This summit dedicated to Dairy products.

Categories addressed during the Dairy Summit:

- Yogurts
- Desserts
- Cheese
- Butter & Margarine
- Milks & Cream Cheese

Deadline to register: 15/02/2020.

Buyers List:

https://www.wabel.com/sites/default/files/DAIRY%20BUYERS%20LIST%202020_0.pdf

Admission Form:

https://www.wabel.com/sites/default/files/Dairy_2020_AdmissionForm.pdf

Video of the previous SUMMIT: <https://www.youtube.com/watch?v=YJ5eIrOVY0g>

**For a group of companies, we offer -10% (min. 5 companies). Only available for Essential and premium packages. 8,370€ instead of 9,300€.*

**Training available for a group of companies the day before. Starts at 1,000€/company*

FOOD BRANDS SUMMIT - May 5-6, Paris



The new **FOOD BRANDS WABEL SUMMIT** is dedicated to ambient products.

Targeted product categories: **Savoury Grocery, Sweet & Confectionery products.**

Buyers are looking for: Natural, Health & Wellness products. But also organic, fair trade and free-from products. Companies that have reduced plastic packaging and/or with innovative recipes are also welcome to register.

Each supplier has their own exhibition/meeting area where they welcome the buyers for private pre-scheduled 25 minutes meetings.

Registration ends on 15/04/2020.

Food Brands Presentation document:

https://www.wabel.com/sites/default/files/BRANDS_FOOD_BROCHURE.pdf

Admission Form:

https://www.wabel.com/sites/default/files/BRANDS-Food_AdmissionForm_2020.pdf

Buyers list

https://www.wabel.com/sites/default/files/FOOD_BRANDS_BUYERS_LIST_2020.pdf

For a group of companies, we offer -10%. (min 5 companies). **Only available for Essential and premium packages. (8,010€ instead of 8,900€)*

DRINKS BRANDS SUMMIT - May 6-7, Paris



The new **DRINKS BRANDS WABEL SUMMIT** is dedicated to Drinks products.

Targeted product categories: **Soft Drinks, Beers**

- Juices, Energy drinks
- Vitamins Drinks
- Carbonated soft drinks
- Water / Flavoured Water
- Craft Beers

Buyers are looking for: Natural non-alcoholic drinks. Juices, Energy drinks, soft drinks and water. But also organic, fair trade and free-from products. Companies that have reduced plastic packaging and/or with innovative recipes are also very much welcome to register.

Craft beer will be a strong focus as well as there is lots of growth and opportunities within the EU market.

Each supplier has their own exhibition/meeting area where they welcome the buyers for private pre-scheduled 25 minutes meetings.

Registration ends on 15/05/2020.

DRINKS BRANDS presentation document:

https://www.wabel.com/sites/default/files/BRANDS_DRINKS_BROCHURE.pdf

Admission Form:

https://www.wabel.com/sites/default/files/BRANDS-Drinks_AdmissionForm_2020.pdf

*For a group of companies, we offer -10%. (min 5 companies). **Only available for Essential and premium packages. 7,650€ instead of 8,500€.**

UP BEAUTY - June 2020, Paris



The (new) **UP BEAUTY SUMMIT** is a B2B smart meetings event dedicated to Beauty products.

Targeted product categories.

Beauty & Personal Care

- Skincare, Cosmetics and Make-up
- Body & Facial Care
- Deodorant & Fragrances
- Oral & Hair Care

Buyers are looking for: Natural, organic and innovative products. Companies that have reduced plastic packaging are also very interesting for Buyers.

Each supplier has their own exhibition/meeting area where they welcome the buyers for private pre-scheduled 25 minutes meetings.

Registration ends on 15/05/2020.

UP Beauty Presentation document:

https://www.wabel.com/sites/default/files/BROCHURE_UP_BEAUTY_2020.pdf

Admission Form:

https://www.wabel.com/sites/default/files/UP-Beauty_AdmissionForm_2020.pdf

Buyers list:

https://www.wabel.com/sites/default/files/BUYERS_LIST_UP%20BEAUTY_2020.pdf

*For a group of companies, we offer -10%. (min 5 companies). **Only available for Essential and premium packages. 8,460€ instead of 9,400€.**

Wabel Wine & Spirits Summit - September, Paris



Summit dedicated to the following product categories:

- Wines
- Beers & shandies
- Ciders
- Cocktails
- Spirits
- Champagnes & sparkling wines

Focus in Wine & spirits Organic, Vegan, innovative packaging.

Registration deadline is 1/09/2020

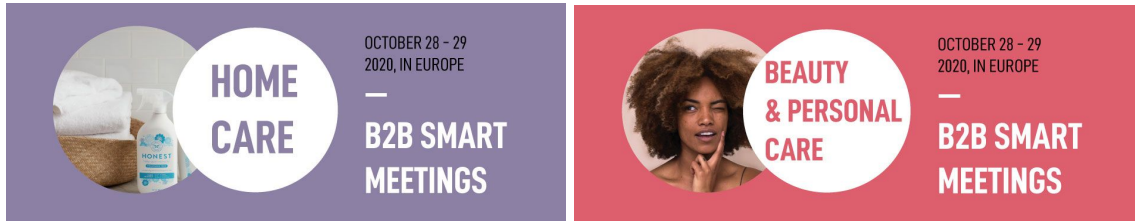
Admission form:

https://www.wabel.com/sites/default/files/Wine%26Spirits_AdmissionForm_2020.pdf

For a group of companies, we offer -10% (min. 5 companies). **Only available for Essential and premium packages. 8,010€ instead of 8,900€.*

**Training available for a group of companies the day before. Starts at 1,000€/company.*

Homecare, Beauty & Personal Care - October 28-29



The Homecare, Beauty & Personal Care summit take place at the same time: **October 28-29 2020.**

Homecare product categories

- Air fresheners & aerosols
- Cleaners and cleaning supplies
- Dishwash, Laundry care, Paper
- Shoe Care & Insecticides

Beauty & Personal Care

- Skincare, Cosmetics and Make-up
- Body & Facial Care
- Deodorant & Fragrances
- Oral & Hair Care
- Vitamins & Complements
- Hygiene & Medical Devices

Registration ends on 1/10/2020.

Brochure:

HOME CARE:

https://www.wabel.com/sites/default/files/NEW_HPC_BROCHURE_HOME.pdf

BEAUTY:

https://www.wabel.com/sites/default/files/NEW_HPC_BROCHURE_BEAUTY.pdf

Admission Form:

HOME CARE:

https://www.wabel.com/sites/default/files/Home-Care_AdmissionForm_2020.pdf

BEAUTY:

https://www.wabel.com/sites/default/files/Personal-Care_AdmissionForm_2020.pdf

*Video of the previous summit: <https://www.youtube.com/watch?v=67zzJQeup2o>

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Wabel Savoury Grocery Summit - November 3-6



Summit dedicated to the following product categories.

Savoury Grocery

- Appetizers, Crisps, nuts & Snacks
- Rice, Pasta & Pulses
- Pet food
- Ready meals. Condiments & Dressings
- Soups, Sauces & Culinary aids
- Savory Tins & Cans
- Baby food

Focus in Healthy Products, Organic, Free from, Superfoods, Diet Food, Innovation Packaging.
Registration ends on 15/10/2020.

Admission Form:

https://www.wabel.com/sites/default/files/Savoury_Grocery_AdmissionForm_2020.pdf

Video of the previous summit: <https://www.youtube.com/watch?v=Tq5UIhv5K8Q&t=64s>

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**Training available for a group of companies the day before. Starts at 1,000€/company.*

Wabel Sweet & Confectionery Summit - November 3-6



Summit dedicated to the following product categories.

Sweet & Confectionery:

- Ambient desserts
- Hot drinks
- Biscuits
- Bread, Dry bakery & Industrial pastries
- Sweet & Confectionery
- Sugars & Pastry Aids
- Breakfast & Chocolate

Focus on Healthy Products, Organic, Free-from, Superfoods and Innovation Packaging.

Registration deadline is 15/10/2020.

Admission Form:

https://www.wabel.com/sites/default/files/Sweet-confectionery_AdmissionForm_2020.pdf

Video of the previous summit: <https://www.youtube.com/watch?v=Tq5UIhv5K8Q&t=64s>

For a group of companies, we offer -10% (min. 5 companies). **Only available for Essential and premium packages. Starts at 8,010€ instead of 8,900€.*

**Training available for a group of companies the day before. Starts at 1,000€/company.*

Wabel Drinks Summit - November 5-6



Summit dedicated to the following product categories:

- Juices
- Energy drinks
- Vitamins Drinks
- Carbonated soft drinks
- Soft drinks
- Water / Flavoured Water

Focus in Drinks on the go, Protein drinks, Organic, innovative packaging.
Registration deadline is 15/10/2020.

Admission Form:

https://www.wabel.com/sites/default/files/Drinks_AdmissionForm_2020.pdf

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