



Press release

MedPi, 3 days of Business Meetings for 6 months of Business

For its twenty fifth edition, the second to be held in Paris, MedPi, the annual event bringing together the consumer new technologies business community, will open on 2, 3 and 4 April 2019 at the Paris Convention Centre.

Following the success of the new format first edition, where almost 1,000 companies, brands, distributors and central buying services involved in the development of new technologies for the consumer markets gathered together over 3 days, MedPi in 2019 will be celebrating innovation with the participation of many new players and decision-makers. This is the opportunity for MedPi to assert itself as the event where business relationships regarding reference listings for the second half of the year in Retail High-Tech in France and French-speaking countries in Europe and North Africa are built. Holding MedPi in early April is also an advantage: this date coincides perfectly with the launch phases of new products. The highlight of the start of the year!

100% Business oriented with a high New Business flavour, MedPi is driven by My MedPi, a digital platform and an essential tool for identifying, contacting and meeting appropriate decision-makers.

SELL IN + SELL OUT, a broader business community

Organised firstly for buyers from the central buying services (Sell In), the new MedPi is also open to promoters, key influencers and influencers (Sell Out). Specialists in Trade Marketing, Merchandising, Retail outlet managers, Product lead and line managers, all the players in charge of convincing and selling to the end consumer will boost visitor rankings, to the great satisfaction of the brands who then have the opportunity to bring them up to date on their latest news, innovations and market developments.

More experts and content

The new MedPi also shines through its aim to inform market players better regarding the core themes that constitute the event. To achieve this, expert partners are engaged and will share their knowledge and advice. Conferences, MasterClass, laboratories and demo areas will all provide information and clarification relative to the markets covered by the event, namely,

- IT & Gaming
- Mobile devices
- Smart Home
- AI & Connected Objects
- Home Appliances
- Urban Mobility
- Audio & Image
- Trade Marketing services



More Retail Suites

Retail Suites will also feature again this year, offering distribution retailers a privatised area where their teams can meet, exchange and receive customers and partners. Numbering two last year, there will be at least four in 2019.

More themed and collective areas

A large number of villages managed by major distributors/importers will bring together the brands and create areas conducive for meetings and exploring new products.

Start-ups will benefit from special services (dedicated areas, prices and customised services) so that they can easily promote their innovations and finalise their first Retail referencing agreements

The PrEMium zone, a new area for the home appliances market will enable a few brands to focus exclusively on presenting their new products.

At the heart of the event, the Hub, the meeting and sharing space, will again be the focus of all attention with its product demonstrations and innovating services.

“From the outset MedPi has been committed to supporting the commercial development of the new high-tech markets, new players, innovations and new products. If I had to describe the driving forces and ambitions of the stakeholders involved in MedPi, I would undoubtedly say that they are driven by the discovery and conquest of new territories”

To be sure you don't miss any event news and also receive exhibitors' press releases, visit the Press area on the site www.medpi.com.

The 2018 edition in figures:

- 260 central buying services
- 740 buyers
- 660 brands
- 1,657 individual visitors, an increase of 116% compared to 2017

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Reed Expositions is part of the Reed Exhibitions group, the world's leading trade show organiser and the market leader in France with over 60 events and 2 subsidiaries, Reed Expositions France and Reed Midem.

*Organised by SAFI, a subsidiary of Reed Expositions and Ateliers d'Art de France

