

6TH EDITION

DU MONDIAL FROMAGE

ET DES PRODUITS LAITIERS

SEPT 10, 11 & 12 2023

PARC EXPO
TOURS LOIRE VALLEY

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mondialdufromage.com



TOURS

« HERE, LIVING IS AN ART »

Located in the center-west of France, Tours is today the largest city in the Centre-Val de Loire region, just 1 hour from Paris by TGV.

Historical wealth, relaxed lifestyle, land of gastronomy and wine, student city, are all assets that place Tours in the Top 10 cities where life is good.

You can discover a «Gourmet» town which has become one of the four «International Cities of Gastronomy» in France, the home of Balzac, Rabelais and Descartes and the final refuge of Leonardo Da Vinci. You will be charmed by «La Touraine» region !



- 300 000 inhabitants - 30 000 students
- 1.4 million tourists per year
- 2 TGV stations less than 1 hour of Paris
- 50 castles within 100km
- The Loire listed as a UNESCO World Heritage Site 21 restaurants in the Centre-Val de Loire starred at the last Michelin Guide, including 7 in Indre-et-Loire
- 10 wines with a controlled designation of origin
- Les Halles de Tours, gastronomic heart of the city: more than 40 greengrocers, meat and fish, dairy products, wines and delicatessen, breads and pastries who have been keeping the "belly of Tours" alive for 255 years



THE MAJOR TRADE EVENT FOR THE CHEESE AND DAIRY PRODUCTS SECTOR AND THEIR SUPPLIERS

The Mondial du Fromage et des Produits Laitiers has become over the last ten years the major rendezvous for those involved in the cheese and dairy products sector.

Cheese ripeners, dairy farmers, distributors, equipment manufacturers and suppliers, chefs... everyone will be present once again in Tours from September 10 to 12, 2023 for the 6th edition, promoting the know-how of cheese and dairy product makers

PARTICIPATING IN THE MONDIAL, MEANS



Meet with selected professional visitors:
french and international buyers, importers,
restaurant owners...



Promote your sales and
increase customer loyalty

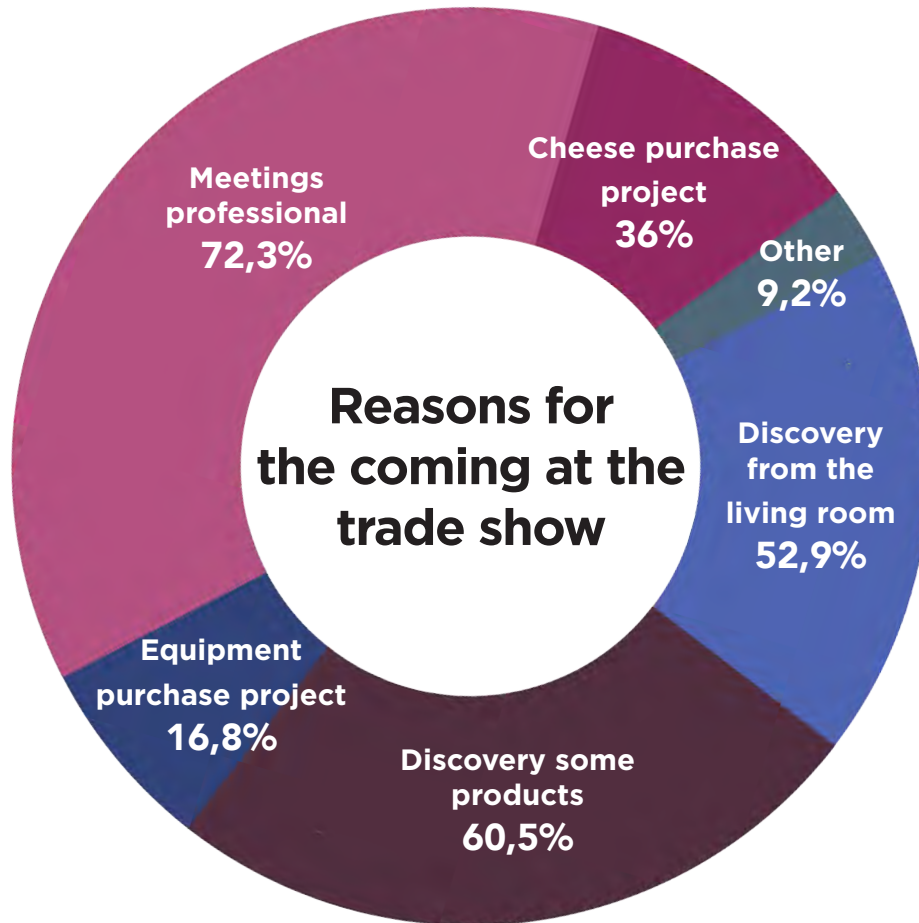


Exchange, discover and make discover
the latest innovations from the sector

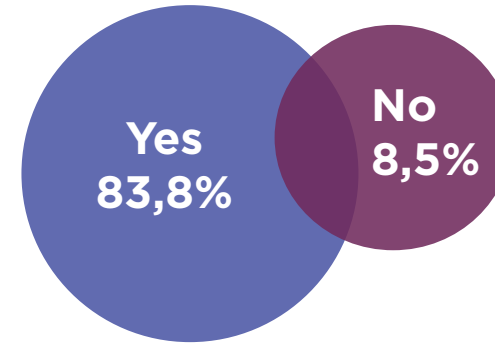
OUR VISITORS

2021 KEY FIGURES

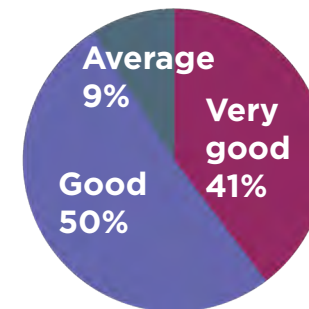
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Our visitors wish to return



Perception of event quality




2579
visitors


20%
International


1450
connected professionals
at the digital fair


40%
International

OUR EXHIBITORS

2021 KEY FIGURES

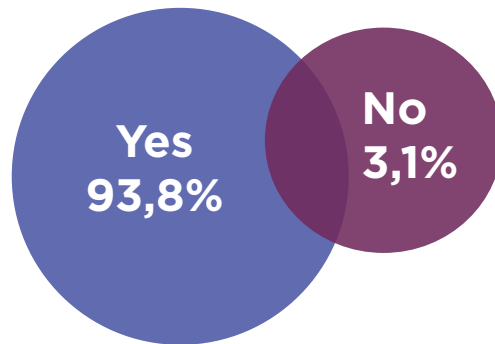


152
exhibitors

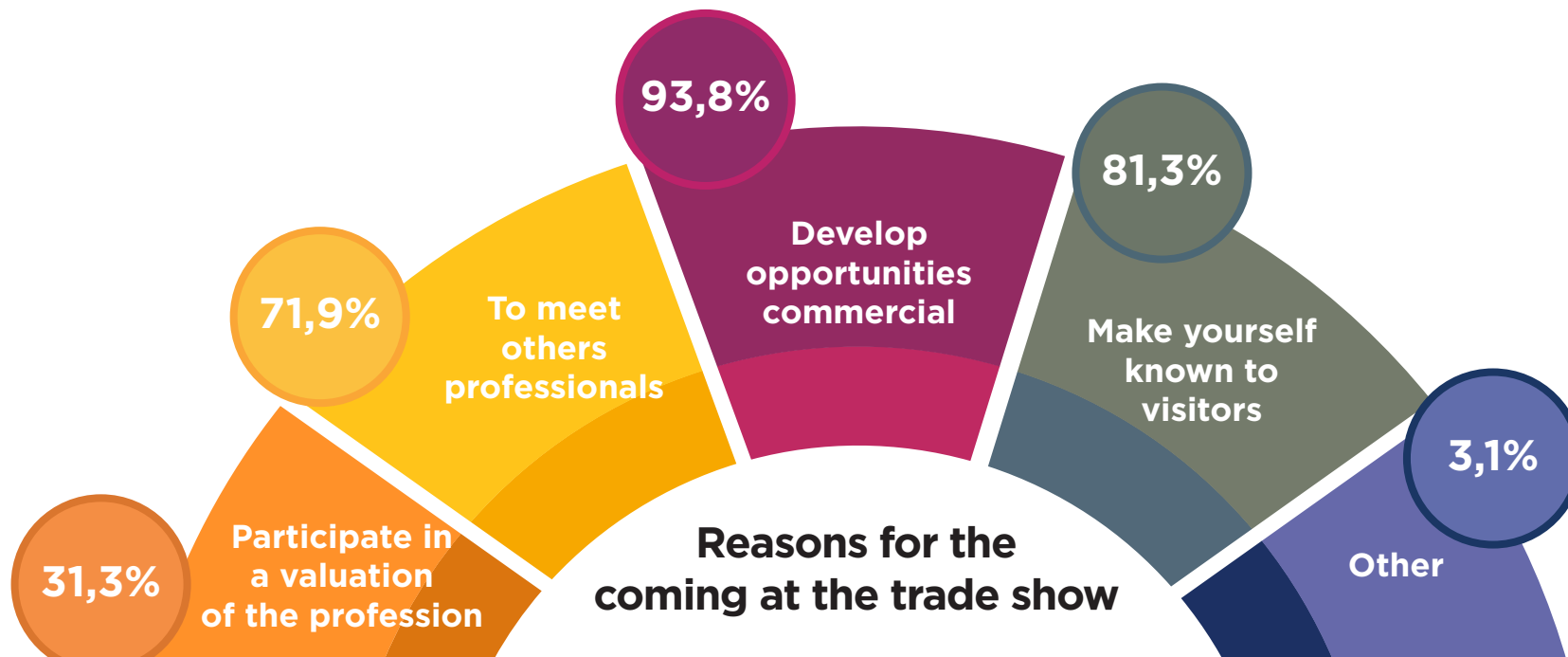
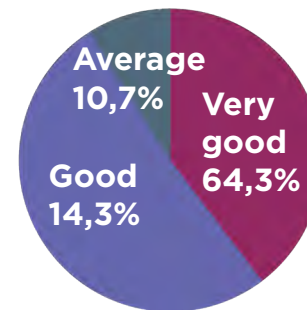


20%
of exhibitors
strangers

Our exhibitors wish to return



Perception of event quality



A TEAM OF EXPERTS

MONDIAL
FROMAGE
ET DES PRODUITS LAITIERS



INTERNATIONAL PRODUCTS COMPETITION



Organised in collaboration with the International Cheesemakers Guild, this competition is eagerly awaited by sector professionals. It represents the occasion to promote a certain know-how, a respect of traditions, to aim for excellence and demonstrate creativity and innovation.

In 2021, some 850 cheeses originating from 25 different countries were presented to a jury of 150 international professionals, chaired by Roland Barthelemy, Provost of the International Guild of Cheesemakers.

NEWS 2023

- **Opening of the competition to all cheeses and all cheese makers**
- **Election of the Best Cheese in the World**



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The competition is organised by Tours Evenements with the participation of the expert advisor, Rodolphe Le Meunier ("Meilleur Ouvrier de France" and best International Cheesemaker in 2007).

Questions on theory, blind tasting, cheese cutting trials, taste combinations, cheese board creations based on a specific theme; these are some of the tests which will decide the winner from a dozen international candidates.

- **World champion 2021** : Virginie DUBOIS-DHORNE, FRANCE
- **Silver medal 2021** : Grégory GIRAUDON, FRANCE
- **Médaille de bronze 2021** : Chisato NAGAHARA, JAPON



THE WORLD'S BEST CHEESEMAKER COMPETITION



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ALICE
S LAITIERS

THE «BEST CHEESE AND DAIRY PRODUCT MAKER APPRENTICE IN FRANCE» COMPETITION

Organisé A spring board for young cheesemakers in the making, this competition is open to young people under 23 years of age, following vocational and professional studies at post high-school certificate level. Organised in collaboration with the Federation of French Cheesemakers and the National Company of “Meilleurs Ouvriers de France”, this best apprentice competition in 2021 brought together 8 candidates who were tested on their general knowledge of professional and technological practices and applied sciences in the field, a sales role play simulation, the creation and presentation of a cheeseboard and finally a simulation exercise of serving cheese in a restaurant.



The Mondial du Fromage et des Produits Laitiers is committed to supporting the future of the industry



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THEY TALK ABOUT US

”

We are delighted to have been awarded several times during the cheese competition, with many medals and good attendance.

We've been coming since 2013, and we'll be there in 2023.

Guénael MARIE
Comptoir du fromage / Papillon



”

This is an opportunity to see our current and future customers, but also to meet professionals in our sector with whom we are not used to talking in the usual context of our activity.

Joachim PERROCHEAU
Biolait



”

We sometimes have to travel hundreds of kilometers to do sourcing, whereas with the Mondial du Fromage we find a lot of diversity in the same place.

Mickael LEBRETON
Système U



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WHY MAKE A COLLECTIVE PAVILLON?

BtoB trade fairs allow, in one place and in a limited time, to build customer loyalty, meet new prospects and future service providers, promote products and new products, discover the latest trends and create business partnerships.

Crossroads of know-how and skills of the Cheese - Dairy sector, the Mondial du Fromage et des Produits Laitiers de Tours is an essential tool for a marketing strategy. However, costs are a drag for many businesses.

The establishment of a collective Pavilion accompanied and supported by the Region, the Department, the CCI, the Chamber of Agriculture or a Promotion Committee allows:

- **Reduction and pooling of logistics, signage and communication costs**
- **Strategic positioning at the heart of the show**
- **A synergy of contacts and the strength of the collective**
- **Targeted common communication**
- **The representation of know-how, local dynamics and a spirit of conviviality**

**Contact us,
we will study your project together:**

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CUSTOMER TESTIMONIAL COLLECTIVE PAVILION

“ Being an exhibitor in a collective pavilion has many advantages: companies can pool their costs, their logistics and maximize their visibility thanks to a larger stand and better positioning within the show, there is a real business logic behind it. We operate as a club of private companies, in a place of exchange and sharing of experience. And then choosing Tours also means offering personalized support. The Mondial du Fromage is an unmissable professional event that has remained friendly and accessible. ”

Aurélie CASSIN
Coordinator

VIVE LA BOURGOGNE FRANCHE-COMTE



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A TEAM AT YOUR SERVICE



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