

PRESENTATION KIT



COMMUNAUTÉ DE LA
RIVIERA FRANÇAISE

International Citrus Show

4th - 6th April 2025

Palais de l'Europe, Menton



Communauté de la Riviera française

The Communauté de la Riviera française: the home of excellence,
between the Mediterranean and the mountains.



COMMUNAUTÉ DE LA
RIVIERA FRANÇAISE

The Communauté de la Riviera française is to be found at the eastern tip of the Alpes-Maritimes department, a magnificent region where the Mediterranean meets the Alpine peaks. The Community covers some 660 km² and includes 15 vibrant *communes* with a total population of 74,000.

Conveniently situated just 40 minutes from Nice, close to the prestigious Principality of Monaco and the Italian border, the French Riviera has everything: direct access to the charming coastline, mountains a mere stone's throw away, authentic, beautifully preserved villages, and a remarkable array of culture, sport, and services.

With its mild and sunny climate, this little corner of paradise offers its many residents an exceptional quality of life. The Riviera isn't just a destination. It's a veritable *art de vivre*.



Location

Menton, the perfect setting for the International Citrus Show.

Nestling at the end of the Côte d'Azur, Menton is a picturesque little town with bags of authentic charm, affectionately known as “the Pearl of France”. Its appealing character and rich agricultural tradition make it the ideal location for an international event dedicated to citrus fruits.

An Iconic Venue: the Palais de l'Europe

Menton has a generous selection of prestigious venues, and the Palais de l'Europe was clearly the perfect choice to host the show. The congress centre is a hub for cultural and professional events in the region, and is conveniently situated just 50 metres from the sea and 100 metres from the nearby public transport interchange.

A Venue to Match the Show's Ambitions

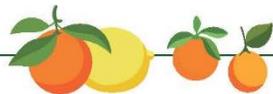
The Palais de l'Europe offers modern, functional facilities capable of accommodating up to around fifty stands in its main hall, the Forum de France. Its central location in the town ensures it is easy for exhibitors and visitors to get to, while providing an effective showcase for local providers and stakeholders from the Communauté de la Riviera française.

What makes Menton the perfect choice?

An exceptional setting: Between the mountains and the Mediterranean, the town offers a mild climate and unique cultural heritage.

A long history of savoir-faire: Menton is well known for its lemon festival and high-quality, locally grown citrus fruits.

An international outlook: The town's location close to the Italian and Monegasque borders makes it a perfect cultural and economic crossroads for an international trade exhibition.



Big Ambitions for the Future of Citrus Production

The International Citrus Show, set to take place at the Palais de l'Europe in Menton, France, from 4th to 6th April 2025, aims to secure its status as an essential event for French and international citrus industry stakeholders. Over the three days, the show will:

Showcase the latest innovations in citrus production

The show is committed to providing a **platform for next generation techniques and practices**, promoting a more sustainable agriculture that addresses the challenges posed by climate change.

Offer technical and commercial networking opportunities

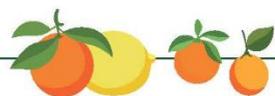
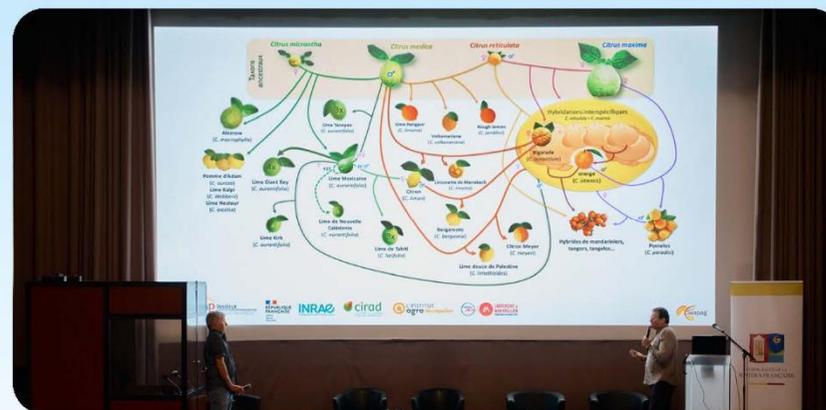
By bringing together industry professionals, experts, and enthusiasts, the show is a **unique platform for developing strategic partnerships**, sharing experience, and promoting environmental best practices.

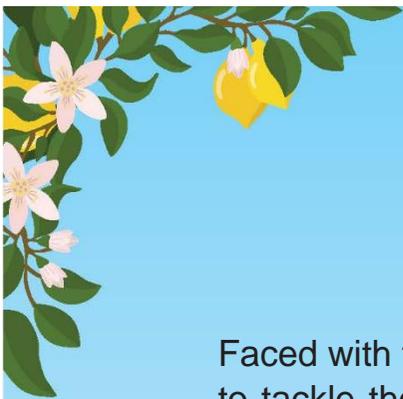
Informing and educating the public

With a diverse programme including a **large farmer's market**, interactive activities, hands-on workshops and inspiring talks, the event aims to show visitors just how vital citrus fruits are to our lifestyles, and why this essential industry needs their support.

Promoting international citrus culture

The show welcomes people from all backgrounds, celebrating the **rich diversity of citrus culture around the world**. With more than 5,000 visitors expected to attend, this second edition of the show will be a unique chance to discover, learn, and build the future of citrus production.





The Citrus Industry: Challenges and Opportunities

Faced with the immense challenges of climate change, the citrus industry is at a critical juncture. As it looks to tackle those challenges and work towards a sustainable transition, the International Citrus Show is an essential B to C event.

1 / A hub of innovation and dialogue

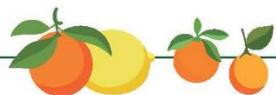
The show is much more than just an exhibition. It's a forum where producers, manufacturers, distributors, and consumers come together, to share their know-how and forge the future of the industry.

The event's packed programme gives all participants the chance to:

Attend talks given by distinguished experts, on key topics ranging from climate change adaptation to organic farming and technological innovations.

Discover hands-on workshops looking at new, environmentally friendly methods of growing and processing produce.

Take part in exclusive tasting sessions celebrating the richly diverse flavours and outstanding quality of citrus-based products.





2 / An economic and cultural growth engine

In addition to its awareness-raising role, the show is an exclusive opportunity to:

Catalyse commercial deals and strategic partnerships, by fostering dialogue between stakeholders all along the value chain.

Highlight the economic and cultural importance of citrus fruits, invaluable assets for the local and international community.

Educate the public about how their consumer habits impact efforts to preserve an essential industry and protect the environment.



Develop a forward-looking vision for the citrus sector, by bringing together passionate professionals and curious consumers and giving the industry bigger visibility on the international stage. The show is a platform for the inspiration and collaboration needed to tackle current challenges and ensure the long-term prosperity of our industry.

The Programme

The International Citrus Show offers a busy programme featuring all kinds of different activities and side events, designed to maximise engagement with those in attendance.

Highlights include:

Interactive sessions: Dynamic discussion and debate with experts, exploring the latest trends and giving insights to the challenges and opportunities facing the industry.

Hands-on workshops: Practical demonstrations introducing new citrus-growing techniques or the chance to fine-tune your skills.

Expert presentations: Specialists talk in-depth about the very latest cutting-edge scientific, technological, and economic developments in the industry.

Visitors can also explore the numerous institutional stands and engage with key citrus sector stakeholders, including trade associations, research centres, and government agencies.

These spaces will be a veritable treasure trove of information, with:

A snapshot of the latest innovations and advances in the industry. **Practical tips** for producers. **Information** about funding programmes and support schemes.





Trade stands: gourmet taste sensations

The vibrant heart of the exhibition space will be occupied by commercial stands showcasing a vast array of citrus-related products.

Visitors will not want to miss this area, where they can discover:

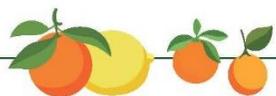
Gourmet food: Freshly squeezed juices, traditionally made jams, pastries, and other citrus-infused treats.

Beauty and wellness: Essential oils, creams, and cosmetics inspired by the beneficial properties of citrus fruits.

Derivative products: Decorative items, textiles, and accessories created from citrus-based motifs or materials.

Exhibitors will also offer visitors the **exclusive chance to taste** the unique aromas and flavours of citrus fruits. This interactive approach, combined with the opportunity to buy items directly from producers, will make for a lively and convivial atmosphere. Shop, discover, and enjoy - all under one roof.

With authentic products, many of them made locally, this space will showcase producers' and creators' know-how, while celebrating the rich diversity of citrus.





Amazing cookery demonstrations showcasing the talents of top chefs renowned for the creativity and culinary skill.

The chefs will give live cookery demonstrations with recipes based around citrus fruits, including sweet and savoury dishes and all-new creations.

The show aims to:

Inspire the public to include more citrus fruits in their everyday diet, by emphasising their great flavours, versatility, and health benefits.

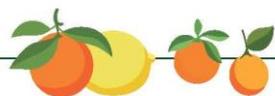
Share cooking techniques and tips that will take visitors' cooking to the next level by getting the most out of citrus fruits, whether they are amateurs in the kitchen or keen gastronomes.

Offer an immersive, educational experience with direct interactions: participants can ask questions, taste dishes, and get practical ideas of how to liven up their cooking.

For the icing on the cake, visitors will be able to take recipe cards with them when they leave the show, to continue their culinary inspiration at home.

This moment of culinary creativity promises to be a real highlight of the show, with gifted chefs using all their expertise to imagine mouth-watering dishes made with local produce.

Culinary demonstrations at the first edition of the show:





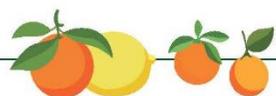
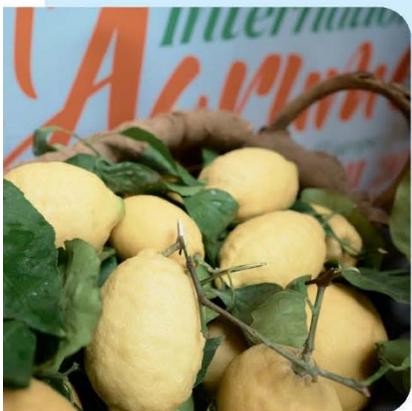
An Essential Event for the Future of Citrus Production

The show aims to bring together creative minds and people passionate about citrus to discuss current and future challenges, and the opportunities emerging in this constantly changing industry.

Whether you are a producer, a manufacturer, a scientist, or any other citrus sector stakeholder, this event is a unique chance to take part in enriching discussions and discover exciting new visions for the future of citrus production.

The show will be a **platform for sharing** innovative ideas, scientific discoveries, and best practices, whilst exploring practical solutions to climate change issues.

Citrus farmers will be able to talk about their **production strategies and experiences**, while scientists can present their **latest R&D advances**, helping to shape a more sustainable and efficient future for the citrus industry.



We are Proud to be Supported by:

Michelin-starred and famous chefs



Christian Garcia
 Chef to the Prince's Palace of Monaco, President of the Chefs des Chefs club



Mark Flanagan
 Personal Chef to King Charles III



Jérôme Rigaud
 Former Chef of French Gastronomy at the Kremlin



Gilles Brunner
 President of the Grand Cordon d'Or of French Cuisine



Jean-Claude Brugel
 President of the Disciples Escoffier, PACA Region



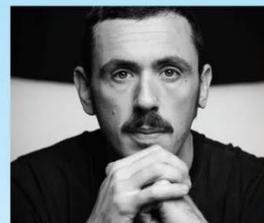
Luc Gamel
 Winner of the Meilleur Ouvrier de France 2000



Dhaker Bejaoui
 Winner of Masterchef Tunis and semi-finalist of Top Chef



Mauro Colagreco
 Chef at the 3 Michelin-starred restaurant "Mirazur", named World's Best Restaurant 2019



Enrico Marmo
 Chef at the Michelin-starred restaurant "Balzi Rossi"

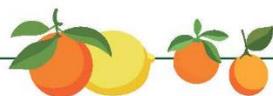


Julien Dugourd
 Pastry Chef at the restaurant "La Chèvre d'Or" (2010-2023)



Anais Fourrier
 Pastry Chef and founder of SweetDate

Sponsors:



A Look Back at the First Edition

The inaugural edition of the International Citrus Show, organised by the Communauté d'agglomération de la Riviera française, took place in Menton on 5 and 6 April 2024, and marked an important milestone for the area. The brand new event brought together citrus enthusiasts, industry professionals, and the merely curious around a shared passion: citrus fruits.

A big success with professionals and the public

Attendance: Nearly 3,000 visitors attended the weekend dedicated to all things citrus, confirming the general public's keen interest.

Productive partnerships: The event brought together local and international stakeholders, showcasing the excellence of producers and manufacturers from around the Mediterranean, and particularly our Italian partners thanks to a vibrant cross-border relationship.

A packed programme:

Workshops and demonstrations: Renowned chefs gave cookery demonstrations, making mouth-watering citrus-based dishes to original recipes.

Talks and round table debates: Experts shared their knowledge of citrus-growing, agricultural innovations, and environmental challenges.

Inclusive activities: There were activities for all, including those with disabilities, ensuring everyone was able to play a full part in the event.

Inaugural International Citrus Show



For Exhibitors

A 6 m² stand with:

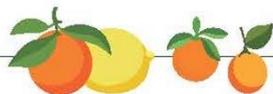
- Power supply,
- track lighting, carpet,
- 2 tables, 2 chairs

**TOTAL INC. VAT €500 / 3
days**

**Lunch included
+ 5 tickets to attend the show**



Pre-register from 15 January 2025 at
www.salon-international-agrume.com



For Sponsors

Bronze

A 6 m² stand with:

- Power supply,
- Track lighting, carpet,
- 2 tables, 2 chairs
- 2 tickets to the lunch cocktails
- Logo featured on media wall
- 5 tickets to attend the show
- 1 invitation to the special evening event

TOTAL INC. VAT €1,000

Silver

A 6 m² stand with:

- Power supply,
- Track lighting, carpet,
- 2 tables, 2 chairs
- 2 tickets to the lunch cocktails
- Logo featured on media wall
- Partnership featured on social media
- Feather flag banners displayed at show entrance
- 10 tickets to attend the show
- 2 invitations to the special evening event

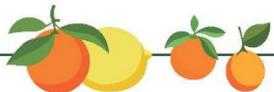
TOTAL INC. VAT € 1,500

Gold

A 6 m² stand with:

- Power supply,
- Track lighting, carpet,
- 2 tables, 2 chairs
- 3 tickets to the lunch cocktails
- Logo featured on media wall
- Partnership featured on social media
- Feather flag banners displayed at show entrance
- Chance to host a conference or round table to highlight your innovations
- 10 tickets to attend the show
- 3 invitations to the special evening event

TOTAL INC. VAT € 2,000





**COMMUNAUTÉ DE LA
RIVIERA FRANÇAISE**



**Don't miss this unique opportunity to be part of an event that will help
shape the future of the citrus industry.
Interested in becoming an exhibitor or partner?
Join the adventure and be part of the change!**

Zineb MEKARSSI - Event Manager - +33 04.84.79.08.59 - contact@salon-international-agrume.com
