

# MAP-EXPO

Global marketplace for Medicinal & Aromatic Plants

3 & 4 October 2018

Beursgebouw Eindhoven

The Netherlands

[WWW.MAP-EXPO.COM](http://WWW.MAP-EXPO.COM)



**NBI INTERNATIONAL**  
Nation Branding & Investment



**MAP-EXPO**  
Global marketplace for Medicinal & Aromatic Plants

# MAP EXPO 2018

## Global MAP Market

Worldwide, the lifestyle of 6.3 billion people rely on the cultivation of plants. Demand for herbal drugs, cosmetics, foodstuffs and other products in this already-vast market continues to grow.

Aware of the industry's immense potential and the need to gather, MAP EXPO has been established as the go-to global marketplace for key players in MAP-related sectors, including organic MAP players. This unique b2b event is to enhance and integrate links in the supply chain, matching suppliers with buyers and developing new markets in the process.

## MAP EXPO 2017

In 2017, MAP EXPO welcomed exhibitors from 16 countries and visitors from 32 countries, enabling the event to be a proven international platform. The Match-making program generated 130 meetings, which is 2600 minutes of meeting time. "CANNABIDIOL - FROM FARM TO END PRODUCT" and "Nederlandse Vereniging Voor Fytotherapie" (*Dutch Association for Phyto-therapy*) were fully attended.

- 75% of the surveyed visitors came to look for suppliers and/or business partners.
- Our service was rated 10/10 by many exhibitors, up to 95% wants to attend the next edit.



## Benefits for the exhibitors

The MAP EXPO team considers exhibitors as the #1 reason for success, therefore providing benefits to them is our #1 value. Benefits for exhibitors at MAP EXPO 2018 are:

- Tailor-made groups of visitors with special interests in exhibitors' supplies.
- Marketing and generating leads by meetings with potential customers.
- Meetings with current customers to strengthen customer relationships.
- Opportunities to be updated with global demand and trends MAPs, the cost-effective techniques, technology and new findings how to grow and to use MAPs.
- The expo hall is in the Netherlands which is a highly convenient, attractive destination to welcome more visitors. Among top 3 EU's MAP trading countries, the Netherlands is the gate to the markets of EU and the UK, the arrival place for business people worldwide.
- Enjoying promotions from MAP EXPO in later years.

***"It is the right exhibition for this industry. You will grow."***

*Mr. Adolfo Aliaga, purchasing manager, Nutrafur SA, Spain  
and Ms. Ditka Bohak, Purchasing Manager, Vitiva D.D., Slovenia.*



# Sectors

## Medicinal and aromatic raw plants



- Raw medicinal plants
- Raw aromatic plants, spices and cuisine ingredients

## MAP cultivation and production



- Research & Education
- Seeds and seed materials
- Cultivating, post-harvest, storing techniques, extraction technologies
- Contracted manufacturing

## MAP extracts (organic and conventional)



- Essential oils, absolutes, balsams, resins, gums, powders
- Plant-extracted medicinal substances, aromatic substances

## Supplements, Drugs & Cosmetics



- Herbal supplements; nutraceuticals, herbal (OTC) drugs
- Therapies, traditional medicinal systems
- Natural cosmetics & fragrances

*"It was great to have met you and your team that organized an excellent fair with most promising contacts"*

*Mr. Stefan Coopmans, Export & Purchase Director,  
Loën Laboratories Europe, Belgium.*

*"We are among the largest essential oils producers in Europe. We supply the raw material ourselves, but for smaller quantities we need to purchase. That's why I come to MAP EXPO"*

*Mr. Lajos Engart, Purchasing Manager, Silvestris, Hungary.*

# EXPO themes

## Plant-based therapy for human health



Seminar about alternative approaches on releasing the pain, treat the sickness. The transitions of traditional therapies in near future, in alignment with scientific proves and trends of green economy - sustainable wellness.

## Halal cosmetics and medicines



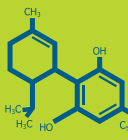
Plant-based drugs and cosmetics satisfy the rapidly growing Halal pharma-cosmetic industries. The buyer invitation plan of MAP EXPO 2018 will include the Halal-specific pharma-cosmetic distributors worldwide.

## Investments in MAP sector



In alignment with green economy - sustainable wellness, MAP EXPO team presents investment plan, programs, and achievements in optimizing MAP sector.

## Cannabidiol



At MAP EXPO 2017 Cannabidiol was a hit via successful presentation from its producers. In 2018 MAP EXPO digs deeper into the potential markets of this product.

# MAP-EXPO 2018

## Participation fees for exhibitors

- Bare stand: € 150,- per m<sup>2</sup>, space without stand assembly, carpeting, lighting etc.
- Furnished stand: € 200,- per m<sup>2</sup>, space including stand walls, frieze strips, carpet, lightning, electrical connection (3000 w).

## Additional furnishings

- **Standard Service package:** € 450,- including 1x table & 2x chairs, 1x counter, 1x documentation rack, 3x pieces of display shelves mounted on the wall, 1x frieze strip writing for company name, and stand floor cleaning.
- **Basic Service package:** € 200,- including 1x counter, 1x table and 2x chairs, 1x frieze strip writing, 1x piece of display shelves mounted on the wall, stand cleaning.
- **Internet for 2 days:** € 27,50 per device.

## ORGANIZER

### ETFAM International BV

#### NBI International

Postbus 769  
5600 AT, Eindhoven city  
The Netherlands

**T** +31 (0)40 246 3626

**F** +31 (0)40 244 5533

#### Venue

Beursgebouw Eindhoven  
Lardinoisstraat 8  
Eindhoven, The Netherlands

[www.map-expo.com](http://www.map-expo.com)  
[info@map-expo.com](mailto:info@map-expo.com)

#### Date and opening hours

Wednesday, Oct. 3 10:00 - 17:00h  
Thursday, Oct. 4 10:00 - 17:00h

#### Exhibitor service contact

**Mr. Bart Wolters**  
[bart@map-expo.com](mailto:bart@map-expo.com)



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