



**RegAlim** is the most important business meetings on French regional products in France:

- **150** French and international buyers,
- **120** French exhibitors,
- **7000** pre-arranged meetings.

THE INTERNATIONAL BUSINESS MEETINGS  
ON WINES AND REGIONAL PRODUCTS  
June 6th / 7th 2007 - Aurillac (France)



SPIRITS &

**WINES**



DAIRY PRODUCTS &

**CHEESES**



EGGS,

**POULTRY**



COOKED MEATS,

**DELICATESSEN**

ORGANIC FARMING PRODUCTS,

**CEREALS**



[www.convention-regalim.com](http://www.convention-regalim.com)



## Aurillac



## The Auvergne and Cantal regions:

Authentic high-quality products.

The Cantal region is an area of green countryside devoted to cattle farming. Dairy farming is particularly widespread, as the area produces 47 000 tonnes of cheese, 60% of which have an AOC label (term of controlled origin). The fresh and cured meats of the Auvergne region are also famous for their quality.

In order to promote all these high-quality regional products, the local Cantal authorities have adopted an original approach : the Cantal Agri-food Delegation ("Mission Agro Alimentaire du Cantal » or MAAC). This delegation provides practical and economic solutions for three problems faced by companies in the Cantal region: trade, logistics and promotion / communication.

The Auvergne region has two competitiveness clusters in the agri-food sector: "Céréales Vallée" in the field of cereal crops and "Innoviande" for meat and meat products.

Everything possible is being done to guarantee the consumer's safety while respecting the taste of the product, and thus the pleasure of gastronomic experience.



RegAlim 2007 : REPRESENTS AN INTERNATIONAL COMMERCIAL DEVELOPMENT TOOL AT THE SERVICE OF THE PROFESSIONALS IN WINE AND REGIONAL FOOD PRODUCTION

Buyers by market segments:

## BUYERS CORPORATE

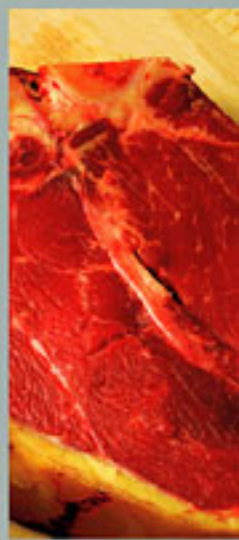
- Catering groups
- Mass catering groups
- Central buying offices
- Large centralized kitchens
- Hotel industrie

## BUYERS DISTRIBUTION NETWORKS

- Distributors
- Fine food/delicatessen
- Wholesalers - Outdoor/covered markets
- Importers/Exporters
- Wines: wholesales and importers
- Duty free
- Motorways industry

## BUYERS MASS DISTRIBUTION

- Cash & Carry
- Hypermarkets & Supermarkets
- Hard discount stores
- Home Service
- Distribution brands



Needs and competences:

DAIRY PRODUCTS&

**CHEESES**

EGGS,

**POULTRY**

SALT-PRESERVED MEATS,

**MEATS**

SPIRITS&

**WINES**

COOKED MEATS,

**DELICATESSEN**

FRESH FRUITS & VEGETABLES,

**MARMALADES**

ORGANIC FARMING PRODUCTS,

**CEREALS**

SUGAR-BASED PRODUCTS, CAKES&

**PASTRY GOODS**



**Business meetings' principle:**

Either a Buyer or Supplier, we start from your needs or competences to find your future business partners.

**From now on:**

You have to detail your needs or competences.

**Upon reception of your form:**

Your issues and technical descriptions are qualified and processed by our sourcing team.

**D-30:**

You receive the catalogue presenting projects and needs. You choose the potential buyers you wish to meet and send your appointments' requests to the organiser.

**D-20:**

Buyers receive in turn their catalogue with a personalized list of suppliers who have requested appointments with them. They can accept or reject these requests and add their own requests accordingly.

**D-8:**

Buyers and suppliers receive their respective planning organized on a bilateral basis.

**Day D:**

You meet through individual business meetings the company representatives you have selected previously.



YOUR BUSINESS MEETINGS RegAlim 2007 :  
TARGETED NEGOCIATING PARTNERS FOR EFFECTIVE BUSINESS MEETINGS.



RegAlim 2007 guarantees you:

## 1) THE QUALITY OF YOUR MEETINGS

A complete identification of your requirements and the "double-check method" guarantee an ideal match between suppliers and buyers.

## 2) THE RELEVANCE OF YOUR INTERLOCUTORS

The exchange of information made beforehand guarantees that the meetings are arranged exclusively between professionals who have been appropriately identified and justified.

## 3) RETURN ON INVESTMENT

According to your selection criteria, your schedule of meetings guarantees the profitability of your investments in terms of time and budget.

### Programme:

Wednesday June 6th 2007

**8.30**

Welcoming of the participants.

**9.00 - 12.30**

Pre-arranged meetings.

**12.30 - 14.00**

Lunch with all the participants.

**14.00 - 18.30**

Pre-arranged meetings.

**20.30**

Opening Dinner.

Thursday June 7th 2007

**8.30**

Welcoming of the participants.

**9.00 - 12.30**

Pre-arranged meetings.

**12.30 - 14.00**

Lunch with all the participants.

**14.00 - 17.00**

Pre-arranged meetings.

**17.30**

End of RegAlim 2007.

Contact:



+ 33 (0)1 46 90 00 07



PROXIMUM

855, Avenue Roger Salengro  
92 370 Chaville - France

**Tel:** + 33 (0)1 46 90 00 07

**Fax:** + 33 (0)1 46 90 00 09

**E-mail:**

valet@proximumgroup.com

