
Le Salon à l'Envers de Lorraine, An original idea.

Created in June 1995, « **ENTREPRENDRE EN LORRAINE NORD** » is a business leaders association for the business leaders. Today, it's more than **130 BUSINESS LEADERS** who are members.

The principal goals of this association: **KNOW EACH OTHER BETTER, DISCUSS AND ACT ON LOCAL REGIONAL ECONOMIC DEVELOPMENT**. In this spirit, commissions are born: Development, Formation and Future, Innovation, salon à l'Envers de Lorraine, Communication and Environnement.

Since his beginning in 1996, le Salon à l'Envers de Lorraine has always more interest, better still expected, impatiently... It became the unmissable economic event of Grand Est.

This original idea can allow a particularly relation, between offer and demand where for once, the visitor doesn't buy but sell and where the exhibitor can **establish as many contacts during this event than months of prospection**.

The appointment business without appointment become an unmissable event of Grande Region over the years and is affirmed in its role as inter-connection.

On the contrary of the others salons, le Salon à l'Envers de Lorraine highlights the buyers and the purchasers who express their needs and the visitors who offer solutions to exhibitors ... that's why we named it « à l'envers ».

This event is the leading event of ENTREPRENDRE EN LORRAINE NORD, single in the Grand Est of France, executed every year in Thionville and which allows to many small companies to achieve business directly with a tray of important purchasers (**185 in 2014**).

The 20^{ème} edition of Salon à l'Envers de Lorraine

will take place the November 19, 2015

Place de la Liberté in Thionville, under the marquee.
