



Le Salon à l'Envers of Lorraine and Grand Est, **an original idea.**

Created in June 1995, « **ENTREPRENDRE EN LORRAINE NORD** » is an association of Directors for the chief executive officers. Today, there are more than 130 members.

The main objectives are: to know each other better, to exchange, to support the local and regional economic development. With this spirit, some committees were born: Development, training and future, innovation, Salon à l'Envers of Lorraine, communication and environment.

Since its launch in 1996, the Salon à l'Envers has sparked much interest, it is eagerly awaited... It became an unmissable economic event.

This original idea permits a particular relationship between supply and demand. For once, during this day, the visitors sell and the salespersons can establish as many contacts as they would in several months.

Business meetings without appointment has become a major event over the years and can confirm its connective role between companies.

Unlike the other fairs, « Le Salon à l'Envers de Lorraine et du Grand Est » highlights purchasers who express their needs and visitors who offer solutions to exhibitors.

This is the flagship event of « Entreprendre en Lorraine Nord », unique in the north east, happening every year in Thionville which allows several SMEs to do business with many purchasers (208 in 2015).

The 21st edition of « Salon à l'Envers de Lorraine et du Grand Est »

will take place



October 13, hall Jean Burger in Thionville.