BIOTOPIA

La Garenne-Colombes (92250), France

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BIOTOPIA supports the actors of the Bio sector to structure, develop and be known by solutions recognized by all market players.

Indeed, 90% of the players in the organic industry use at least 1 of our solutions.

After more than 10 years, our rôle has become central, we participate à the transformation of the organic market.

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Our 4 solutions:
- Consumer panel, Bio conso (surveys conso quali or quanti) and organic observatory (price survey)
- Bio catalog product information management solution - facilitate the exchange of product information between manufacturers and distributors organic spécialistes
- Consumer awards: Best Organic Products of the Year, Sélection Consommateurs Bio of the Year and Best Organic Stores of the Year
- Media: BIO A LA UNE.com

Company's information

Year of foundation : 2009
Company size : PME < à 250 personnes

Target audience

Cosmetics
E-commerce
Fresh products
Healthcare
Mass market products
Wines and spirits

Strengths

Assets 1 : Expertise du Bio - forte légitimité dans l'éco système (10 ans d'expertise)
Assets 2 : Engagement pour promouvoir la croissance du Bio à travers des outils adaptés
Assets 3 : Agilité : mettre en place des solutions innovantes répondant aux enjeux des acteurs du bio

Target audience

All sizes companies

Activities of software publishers / integraters

PIM / BIM product information management

Prestations

Communication agency
Consumer application
Database
Panelist
Digital advertising

Consulting activities

Data management consulting
Strategy consulting
Management and organisation consulting
IT consulting

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