



SAVE THE DATE

THE PAYSALIA TRADE SHOW IS BACK FROM 5TH TO 7TH DECEMBER 2023

Lyon Eurexpo France

Founded in 2009, the Landscaping, Garden & Sport show brings together players in the landscaping sector over a period of three days. Over the years, it has become an essential event for discussions and conviviality between all professionals in the sector. Focus on the 8th Paysalia exhibition, which will be running from Tuesday 5th to Thursday 7th December, 2023 at Lyon Eurexpo France.

Tomorrow's landscape and its new challenges are in the spotlight... open your calendars!

Organised in collaboration with the National Union of Landscaping Companies (Unep), Paysalia 2023 is considered a real business accelerator. As with previous events, the programme aims to bring together and address the challenges ahead for the entire profession.

Generating ideas for tomorrow

The development of gardens, public and private parks, and the greening of towns - now more than ever, nature is reclaiming its rights.

The need for green spaces is constantly growing to meet a range of aspirations: to live better, to breathe, to get back to essentials, and to safeguard biodiversity.

Faced with the current and future challenges, landscaping players must reinvent themselves and innovate on a number of fronts: **the attractiveness of the sector, training, the integration of digital technologies, the factoring in of climate change**, etc.

Paysalia 2023 fosters **creative synergies** - bringing together innovative companies, project owners, demanding architects and visionary landscapers over a period of three days.



Biodiversity & environment

The protection of the environment is now integral to society. To ensure that stakeholders in the landscaping sector continue to be informed on the subject, Paysalia takes a number of approaches: an educational village run by institutions, highlighting innovations, the partners space, etc.

Recruitment & training

To meet the sector's many challenges, landscaping must ensure the development of its professionals and be attractive to tomorrow's recruits. Against this backdrop, Paysalia is strengthening its approach to training and recruitment: with a dedicated village, conferences, events, the welcoming of students, etc.

THE THEMES FOR 2023

A veritable showcase for innovation, the show aims to inspire professionals to take up the discipline's challenges together.

Modernisation of the sector

Digitalisation of business activity and services, the automation of laborious activities, decarbonisation, and also the business challenges created by global warming are on the programme for conferences and discussions.

The greening of towns

The greening of public and private spaces, as well as buildings, is one of the objectives to be met to make towns of the future attractive. To ensure this rapid and necessary transition, the sector is engaging and taking action. Paysalia informs its visitors about existing solutions.



PAYSALIA AND ROCALIA: A UNIQUE SYNERGY TO SERVE PROFESSIONALS

The fact that the Rocalia natural stone show takes place at the same time as Paysalia is no coincidence. Since 2017, the synergy between the two events has offered local authorities and leisure, tourism and sports facilities, as well as landscapers and specifiers, **an offer that combines plant and mineral, and does not exist anywhere else.**

CARRÉ DES JARDINIERS 2023

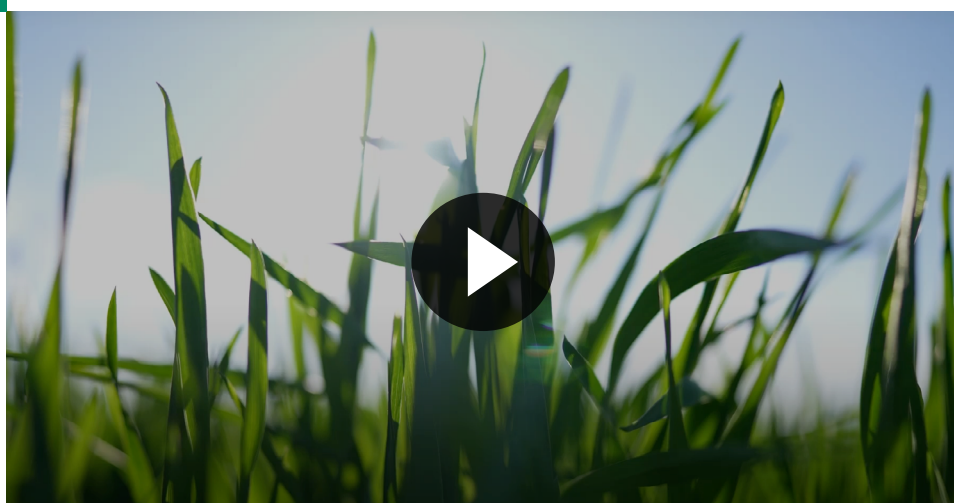
Paysalia is pleased to host the symbolic 7th **"Carré des Jardiniers"** competition, which gives recognition to a master gardener every two years. This year, the talents of the landscaping sector are invited to explore a theme that is more topical than ever: **Biodiver'Cité: How shall we live in tomorrow's towns? ».**

Registration is open until 17th March 2023:
www.carre-des-jardiniers.com

2021 figures

- 1,481** exhibitors and brands
- 28,889** visitors to the Paysalia and Rocalia shows
- 57 %** landscaping contractors and original producers
- 14 %** distributors
- 10 %** local authorities and leisure, tourism and sports facilities
- 14 %** specifiers
- 5 %** stonework professionals

All information
can be found at:
<https://www.paysalia.com>



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MEETINGS CHANGING THE WORLD



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LES ENTREPRISES DU PAYSAGE