

PRESS
RELEASE

OCTOBER 2023

PAYSALIA
LANDSCAPE, GARDEN & SPORT EXHIBITION

START

+47
DAYS

A WIND OF RENEWAL AND INNOVATION IS BLOWING AT THE PAYSALIA SHOW

Returning to Lyon Eurexpo France for its eighth edition, Paysalia will unite all the stakeholders in the landscaping, gardening and sporting sectors from Tuesday 5 to Thursday 7 December 2023.

More than just a generator of opportunities, the exhibition is the place where professionals come together to discover the latest news in their industry. By placing innovation at the core of the programme and enabling companies to promote their new products and services, Paysalia takes its natural place as the home of inspiration for the whole profession... An event where ideas do battle and the whole sector prepares to meet the challenges of the future.

MEETING THE EXHIBITORS AND THEIR INNOVATIONS

Over three days, Paysalia 2023 will offer visitors the chance to discover a wide palette of innovations and new products. For the **1,500 exhibitors and brands expected to attend**, the exhibition is a perfect opportunity to **present the new products and services** that will soon be part of the everyday lives of landscaping professionals: technologies, plant varieties, materials etc.

Thanks to the show's international reach, many of the new products and innovations presented come from **beyond France's borders, giving professionals a global view of trends in the industry.**

The diversity of exhibitors and the central importance given to innovation make Paysalia **the unmissable event for professionals in the sector** looking for inspiration.





A SERIES OF PRESENTATIONS SHINING A LIGHT ON INNOVATION

Paysalia's series of presentations stimulates discussion about the innovations highlighted, giving visitors concrete entry points that will enable them to look calmly at the challenges they are facing and have yet to face.

Biodiversity, climate, environmental management... plenty of opportunities for exchanging feedback and ideas!

FOCUS ON THE PAYSALIA INNOVATIONS AWARDS

Organised by Unep, the **Paysalia Innovations Awards** recognise innovative products conceived by landscaping companies every two years. To help the sector meet the challenges of today and tomorrow, the awards jury pays particular attention to virtuous, sustainable projects.

For the 2023 edition of the Paysalia Innovations Awards, a new jury with representatives of different roles in the sector will have the honour of rewarding four innovative products. An unmissable awards ceremony where you can discover the products and services that will help to renew the environment for landscaping, gardening and sport!

HEADLINE INNOVATION EVENTS NOT TO BE MISSED IN THE PAYSALIA FORUM (HALL 6)

5
DEC

"DESIGNING A LANDSCAPING PROJECT THAT RETAINS MORE WATER"

De 11 am to 11.45 am

"HOW CAN WE MAKE OUR CITIES FERTILE IF THERE IS NO SOIL LEFT?"

De 4 pm to 4.45 pm

6
DEC

"WASTEWATER REUSE, A NEW WATER RESOURCE FOR LANDSCAPING, LEISURE, AND SPORTS ACTIVITIES"

From 3 pm to 3.45 pm

7
DEC

"URBAN AGRICULTURE AS A SOLUTION FOR DE-ARTIFICIALISATION?"

From 10.45 am to 11.30 am



**BE THERE :
TUESDAY 5 DECEMBER AT 5.30 PM
IN THE AGORA (HALL 6)**

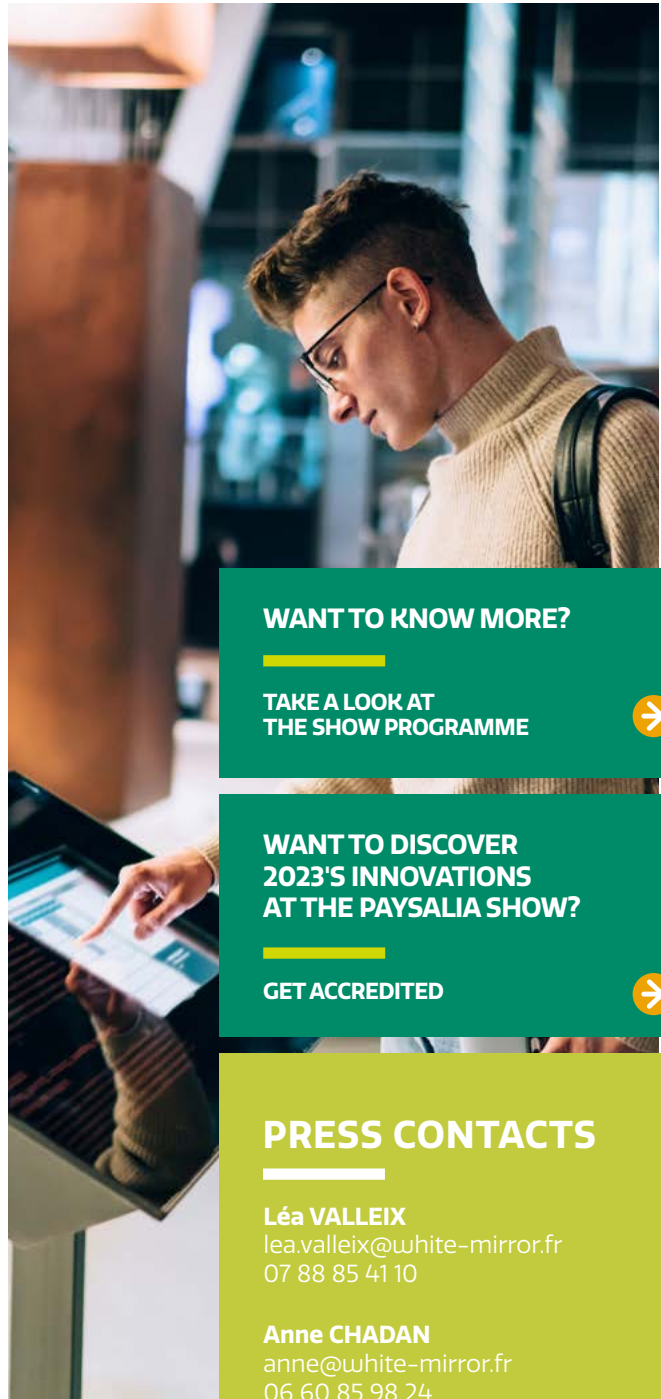
TECHNOLOGY DRIVING NEW DEVELOPMENTS IN THE SECTOR

As the figurehead of the landscaping sector, Paysalia is also cultivating innovation by reinventing itself. By using **technology to serve education and discovery**, it offers visitors and exhibitors a unique, immersive experience.

To guide visitors and exhibitors, the [Paysalia Rocalia Connect](#) mobile app will be an essential tool in 2023. It allows you to **access the list of all the exhibitors and the visitors who have registered for the event, chat to them** with a few clicks, **create your own personalised programme, find where you are on an interactive map etc.** In short, the ideal tool for preparing for your visit in advance, saving time when you arrive and setting up meetings.

To enhance the experience still further and provide a better view of the new products and services coming to market, Paysalia's organisers have come up with **Innovation Booster**, a new space devoted to the exhibition's key new releases. Located at the entrance to Hall 6, **this immersive gallery** will plunge visitors into a giant planted setting. Inside, they can use touch screens to virtually discover all the new products, services and corporate approaches presented by exhibitors at the 2023 edition.

Another innovation for 2023: the **virtual visit, organised as part of Green City Day**, which will take place on Thursday 7 December in the Agora. This immersive technology will bring experiences and innovations within everyone's reach. A new approach to a technical visit that will delight fans of new technology.



WANT TO KNOW MORE?

TAKE A LOOK AT
THE SHOW PROGRAMME



WANT TO DISCOVER
2023'S INNOVATIONS
AT THE PAYSALIA SHOW?

GET ACCREDITED



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