

PRESS KIT

Paysalia

The exhibition

Landscape, Garden & Sport

3-4-5 December 2019 EUREXPO LYON - FRANCE



10 YEARS
OF LANDSCAPING
TO THE HONOUR



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EDITORIAL
ANNIVERSARY

10 YEARS PROMOTING LANDSCAPERS!

In December 2019 will be 10!

Ten years of meetings, discussions, ideas and successes for the Landscaping, Gardening & Sports sector! This success story was written by our sponsors and exhibitors loyal to the Show from the outset and who have helped us for a decade.

An immense thank you to you all.

Paysalia was born from the joining of two forces - GL events and the Unep – **to promote the players in the French landscaping sector and help them develop business in French and international markets.**

Over the last ten years, Paysalia has federated everyone in the sector around an objective we all share - to place innovation at the centre of all the strategies we pursue.

The Landscaping, Gardening & Sports sector is changing all the time.

Its benchmark Show is hallmarked by this image. To prove it, our teams rethink every edition of the Show with new services, new meetings and new sets of themes. These synergies have not only made Paysalia more dynamic but also developed our expertise and what we provide for professionals.

Deeply rooted in the reality of your companies, Paysalia provides meaningful answers to the concerns of everyone in the sector in the very friendly atmosphere so dear to Unep.

The fame of the Show today bears witness to this success: more and more visitors and more and more, highly diversified, exhibitors.

Over the last ten years, Paysalia has become the landscape sector's benchmark show.

Thank you!

Florence Mompou
Paysalia Director



Catherine Muller
President of Unep
President of Paysalia





PAYSALIA, THE APPOINTMENT FOR THE LANDSCAPING, GARDENING & SPORTS GROUND SECTOR FOR THE LAST 10 YEARS

KEY FIGURES FOR THE SECTOR

29 550

LANDSCAPING COMPANIES

97 300

WORKERS,
70,300 OF WHICH WERE
SALARIED EMPLOYEES

5,9 BILLION
EUROS SALES

Recent market trends noted in the Unep – Val'hor – Agrica Barometer of landscaping companies in 2019 show that dynamism of the sector is due to private individual markets which is growing (+7% in the first quarter of 2019). The public market's prospects are more uncertain, despite a forecast of an investment increase in this pre-electoral period and a definite improvement of quotes transformation rate in the first quarter (38%) repeat in the 2nd (40%). The trend over 12 months is now negative (-0.5%)

ZOOM ON LANDSCAPING COMPANIES

On average, landscaping companies have **2.4 employees**

On average, landscaping entrepreneurs are **43.5 years old**

On average landscaping employees are **34.5 years old**

56% of the profession's sales concern the creation of gardens and green spaces, while **44%** concern maintenance.

Sources :

_ Key Figures Unep 2018 & Unep – Val'hor – Agrica Barometer of landscaping companies in 2019
_ Unep Figures 2018



© Elisabeth Rull

THE KEY DATA

10 YEARS OF PAYSALIA

Edition by edition Paysalia has always progressed and attracted more visitors and exhibitors. Over the last 10 years it has become the sector leader.

THE 2017 EDITION IN A FEW FIGURES

664 exhibitors from **17** countries
24,096 professional visitors

2009 to 2017



76 247 *
VISITORS



2 113 *
EXHIBITORS



52 *
COUNTRIES PRESENT



123 *
CONFERENCES
ORGANISED

* 2009 to 2017 figures

GARDENS ARE THE HEIGHT OF FASHION FOR HOMES AND SOCIETY

A place for innovations and trends, through its trajectory over the last 10 years and key periods Paysalia has proposed a societal view of gardening.

Gardens – an art of living

Strolling, gardening, playing... Gardens and green spaces are daily living spaces and synonymous with a certain art of living.

Around houses or on apartment terraces, gardens extend homes – to the outside. From their design to their maintenance, via their layouts and furniture, gardens reveal some of the personality and soul of their owners and their lifestyles.

Be they private or collective, tree-decked or flower gardens, for fun or games, they are time-outs in the frenzy of daily life, in particular in urban surroundings where their site becomes a selection criterion for residents' homes.

The garden, a source of well-being and health in cities and countrysides

Green lungs in city centres, havens of peace for lost souls and rich grounds for medicinal herbs and plants, gardens play a fundamental role in contemporary society. They constitute an inexhaustible source of sensory stimulations, but also of meetings, friendliness and relaxation. Pledges of the quality of life and sources of well-being, gardens and green spaces are very popular with the French³, in particular with city dwellers. City residents use them for reading, walking, picnics, sports, gardening or to take a nap.

Places of life to share in tomorrow's green and ecological towns!

WEDNESDAY, DECEMBER 4 - FROM 3PM TO 3:45PM
Conference « *Measuring the value of plants in our cities* »

³ According to Unep/Iiop survey in 2016: «Green towns, Living towns: a new social model».

Gardens & Landscapes, bring tourists into territories

They may be even in the most urban hotels, imagined as an integral part of tourist sites or simply a destination for strolls in a city or flowered village, the landscaping elements (gardens and natural landscapes) are an integral part of a destination's DNA for tourists. Creating their designs, ensuring their maintenance and restoration are all paramount challenges for local authorities and individuals promoting tourism.

“Landscaping and tourist appeal” themes will be discussed during the three days of Paysalia. Exhibitors and partners, like the CNVVF, will host everyone active in tourism (hotels, camp-sites, tourist sites) to present solutions adapted to their needs. Conferences will also be organised on this topic (program coming soon).



TUESDAY, DECEMBER 3

Green City Day

- Morning: conference on Paysalia

- Afternoon: technical visits to Parc Blandan (Lyon 7th),
Place de Frankfurt (Lyon 3rd), Station Mue
(Confluence - Lyon 2)

WEDNESDAY, DECEMBER 4 - FROM 2PM TO 2:45PM

Conference « *Global warming: how to adapt and plant differently? »*

In partnership with:



With the support of:



Press partners:





PAYSALIA, A COMPREHENSIVE APPROACH, A RICH AND DIVERSIFIED OFFER

A GLOBAL OFFER TO ANSWER ALL THE EXPECTATIONS OF PROFESSIONALS

The benchmark trade show for the Landscaping, Gardening & Sports ground sectors, Paysalia brings together for three days in Lyon, France, landscaping companies, specifiers, originators, public authorities, distributors and traders. The Show objective is to provide correct and full solutions and answers to the needs and questions of professionals.

Although an expert event Paysalia remains friendly and combines not only a technical approach to products and services, but also ideas for the future through talks by sector specialists in conferences, workshops and theme days.

THEMATIC APPROACHES TO ANSWERING SPECIFIC NEEDS

To give precise answers to a wide range of visitors' expectations, Paysalia is organised in sets of themes per sector:

Layouts for parks and gardens for public authorities and private owners

Design, materials, equipment, services... Paysalia is the place for green space and garden managers to meet everyone who can meet their everyday or special needs.

TUESDAY, DECEMBER 3 - 4PM TO 4:45PM

Conference «What are the challenges and solutions around water management structures and the choice of plant ranges?»

Indoor landscaping

Landscaping is not only about the outdoors. It increasingly deals with private and public interiors and contributes to the well-being of inhabitants and visitors. Indoor courtyards, patios, planted spaces... There are a host of formats – and constraints – but suitable answers exist!

Seedbeds

Paysalia highlights the partnership with Fleurs de France and the French seedbeds which exhibit at Paysalia under this label. An opportunity for professionals to meet these suppliers essential for garden and green space layouts and maintenance.

Stadiums, sports grounds and golf courses

thanks to the village and the Wellgreen day dedicated to public authorities and managers of every kind of sports ground. The circuit through Paysalia is specifically adapted so that exhibitors can present their products and solutions, propose their services, and sell their brands to targeted clients and prospects. The Wellgreen day on December 5th will take visitors to the Matmut Stadium in Gerland and to attend conferences and discussions on main themes of interest to the sector.



THURSDAY, DECEMBER 5

Wellgreen Day Program

- Morning: Guided tour of Matmut Stadium and conference and exchanges with the professionals who manage the equipment

In partnership with:



Wellgreen sponsor:



Press partner:



Trophée
Paysalia
Nouveauté

Paysalia
Innovations

3



PAYSALIA,
THE PLACE TO SEE THE
SECTOR'S INNOVATIONS

THE PAYSALIA INNOVATIONS SPACE

For 10 years, innovation has been the DNA of Paysalia. Paysalia promotes to its visitors landscaping, gardening and sports ground professionals with innovative solutions meeting the needs of today and tomorrow. A space is dedicated to them at the Show entrance: the **Paysalia Innovations** space, which highlights about fifty products and technologies competing for the **Paysalia Innovations Trophies**.

Paysalia
Innovations

Trophies will be awarded during Paysalia at a special ceremony tuesday, december 3 at 17:30pm on the Village Place.
Over 55 innovations are announced for the 2019 edition.

AEDES PROTECTA SAS STAND 5B63

CITOMAX

A comprehensive biocontrol weedkiller for weed management of park pathways, gardens, pavements, cemeteries and industrial sites.



CITEFLOR-CITYMUR STAND 5E20

CITYMUR ARCADIA PROTECT

And Nature protects citizens... "Ram raiding" and heat waves stress urban lives. Mobile Cetarbres set in concrete blocks guarantee protection and coolness.



AZUVIA STAND 5C140

AZUVIA'S FILTERING GREENHOUSE

AZUVIA offers a product for the biological filtration of water bodies, based on the combination of phytoremediation and hydroponics, our filter greenhouse guarantees water of natural quality.



DIPTERATECH STAND 5A135

BIOBELT MOSQUITO CONTROL

BioBelt Mosquito Control is the most comprehensive and most successful system on the market allowing the protection of properties, hotels, restaurants, events, institutional equipments in the world.



ECHO-VERT DISTRIBUTION STAND 5E05

ECH'EAU BAC 919

ECH'EAU BAC 919 is designed to improve water management in flower boxes, particularly during heat waves.



EXHAUSS EXOSQUELETES STAND 4A126

EXOSKELETON FOR POLE HEDGE TRIMMER

EXHAUSS now offers its expertise and know-how of occupational industrial exoskeletons to landscapers!



EXPOLINE STAND 5D152

EXPO-LINE ROBOT LINEMAKER

Meet Manu, the fastest linemarking machine in the world. Our robot measures and marks your pitch in 20 minutes. Linemarking has never been easier!



FARMTRAC FRANCE STAND 6K106

FARMTRAC FT25-G COMPACT ÉLECTRIQUE

The Farmtrac FT25-G is the first compact electric tractor of its generation. Power 17.5KW, equipped with Lithium-Ion 72V - 300Amh batteries it has a stand-alone capacity of over 3 hours under maximum load.



FLORENTE PRO STAND 5E51

URBATERRE

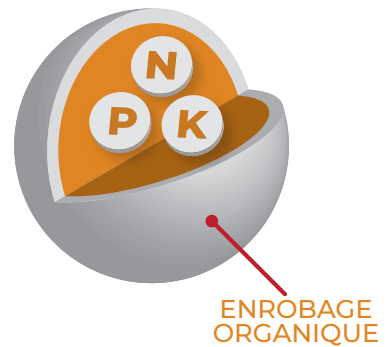
An ecologically-friendly substitute for topsoil! Made from locally-sourced, renewable and recycled raw material.



FRANCE GAZON STAND 5B116

A CONTROLLED RELEASE FERTILIZER WITH AN ORGANIC COATING PROCESS

This new coating is a polymer of organic materials that degrades naturally using patented technology. Our fertilizers are part of an ecological and sustainable philosophy.



GARDENODE STAND 4A142

SYSTEM UPKOS

UPKOS is our patented and innovative system so as to hang slats (PVC, WPC...) in a rigid fence panel.



GEPLAST STAND 5A76

ÉCLIPSE LORYZA®

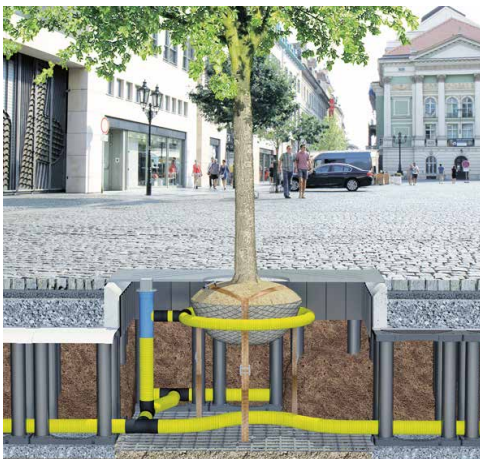
Geplast is allowing a sneak peek at its new eco-friendly privacy panel kit, made of Loryza, for use with rigid mesh fencing. This kit makes use of a new patented assembly system for quick installation.



JARDIPROTEC STAND 5C63

THE TREE ROOT BUNKER SOLUTION : TREEPARKER SYSTEM

Stronger than any other Tree root bunker system, this solution is the newest, most flexible and most innovative system within the root structure solutions' market.



JAVOY PLANTES PEPINIERS STAND 4G86

AOD CLIMBING PLANTS

Use this moment of intelligent research to find the specific climbing plant—attachment type (cables, wires...), use (to create shadow, to hide something...), geographical zone—to meet your needs.



JOUPLAST STAND 5E38

CLEMAN® - REVOLUTIONARY STUDS FOR PAVED TERRACES

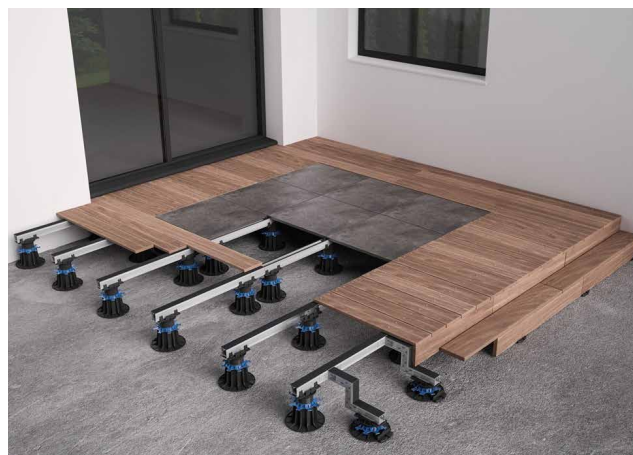
The new CLEMAN® paving studs mark a major change in the terrace stud market.



JOUPLAST STAND 5E38

PROFILDECK® TWO-SIDED ALUMINIUM STRUCTURE FOR PAVING OR DECKING

PROFILDECK® patented system has been developed to facilitate paving or decking and to increase timelife cycle



KOPPERT FRANCE STAND 4J114

GRASS BIOCONTROL PROGRAMME

The Koppert grass biocontrol programme features SPORTNEM to fight crane flies, mole crickets and cockchafers and NATUGRO GRASS to fight Dollar Spot and Fusarium winter wilt.



KOPPERT FRANCE STAND 4J114

SPIDEX BOOST

Auxiliary acarina Phytoseiulus persimilis is used as a curative to fight plant-destroying red spider mites. Now available in sachets for the first time.



LA MAISON DES GAZONS STAND 4K126

MDG 50/50 ELITE LAWN BOOSTER

As summers get hotter and last longer, the MDG 50/50 LAWN BOOSTER makes it possible to prevent grass diseases caused by excessive heat and abundant watering.



LEBORGNE STAND 5G26

NATUROVERT OSCILLATING SCRAPER/CRUMBLER

Ideal for preparing plantations, the NaturOvert oscillating scraper/crumbler is a 2 in 1 "to and fro" tool with an ergonomic handle to protect users from bad postures!



LIEBEARTH STAND 6F103

LIEBEARTH WATERING SYSTEM

Liebearth is a watering system that works without a timer. Liebearth will only give the water amount needed by the plants. Liebearth saves between 30% to 80% depending of the environment.



MAKITA FRANCE STAND 5A114

DUC306 2 X 18 V BATTERY-OPERATED PRUNER

The DUC306 pruner is designed for green spaces professionals. Power rating: 1200W - 1400W in BOOST mode - and a chain velocity of 20m/s.



MGE GREEN SERVICE STAND 5D114

MEAN GREEN ELECTRIC BATTERY POWERED MOWERS

The 1st range of electric battery powered professional mowers with zero CO2 emission and extra-low sound pressure is now available in continental Europe.



MINIER SOLUTIONS PRO STAND 4G86

ABELIA X GRANDIFLORA TRICOLOR CHARM® 'MINCAUTRI' COV

The TRICOLOR CHARM® large flower abelia has unusual three-colored foliage that is attractive all year round. The leaves of this compact shrub are green with cream and pink at the edges, and a yellow tint in the spring.



NATURALIS STAND 4D71

KOSTO

KOSTO is the marriage of plastic and concrete to give a giant flowerpot that prohibits public access to the automobile and secures the streets.



NETAFIM STAND 4C36

AUTOMATIC SCREEN FILTERS SCREENGUARD™

BIGGER, BETTER, BEST IN CLASS
Screenguard™ automatic screen filters provide perfect protection for irrigation systems.



ODEMUR STAND 5F140

ÔDEMUR

ÔDEMUR is the first extruded aluminium coping. Simple, rapid to install, durable, modern-looking and available in a wide range of colours, ÔDEMUR is a "must" for your home.



OELIATEC STAND 5E55

KANCAL WEEDING MACHINE

A new revolution at OELIATEC: more compact and motorised, the KANCAL mechanical weeder gets rid of weeds without chemicals!



ORSTEEL LIGHT STAND 4F126

TULIPA

Discreet brass spotlight with flexible aged brass arm to be wrapped around tree trunks and other solid objects.



PELENC STAND 4G100

RASION 2 MOWER RANGE

Designed to improve your working conditions this new electric mower range combines productivity and stand-alone capability. Ultra-handly, light and compact with professional power ratings.



PELENC STAND 4G100

ULIB 750 BATTERY

PELENC extends its electric battery range with a new stylishly designed and compact reference with a power/weight ratio unique on the market. Ideal for pruning.



PÉPINIÈRES DE LA BAMBOUSERAIE STAND 4F86

ALCATRAZ 70

ALCATRAZ 70 is a bamboo growth control system using propylene barriers on aluminium struts set at a recommended angle of 15° from the vertical.



PLANTCO FRANCE STAND 4E100

TREE'BED®, SLOW RELEASE WATER STOCKING SYSTEM

Tree'bed distributes water continuously around the stem of the plant for around one week, and refills during wet weather and storms. This results in water and time savings, and healthy plants!



PLATFORM.GARDEN STAND 5E84

HORTEE - CONNECTED PROBE FOR LAWN AND GARDEN

The «Hortee probe» is the first independent connected probe for lawn and garden. Simple to connect, your probe will be your ally to manage the needs of your lawn. T ° / hygrometry / conductivity.



RIPAGREEN STAND 5C78

RIPAGREEN® "4 IN 1" PULSATED HOT AIR WEED KILLER

Weed with 94% of air and 6% of gas (on average). Extra weeding speed due to:

- the new swivelling arm harness
- the new adjustable size lance

Weeding with pulsated hot air.



RONDINO STAND 5E25

SERRA

Shelter made from plant-based materials



ROSERAIES MEILLAND RICHARDIER STAND 4B142

ZEPETI® MEIBENBINO

A true innovation in the world of roses!
With its continuous flowering, its dark glossy foliage practically persistent because of its extreme tolerance to fungal diseases.



SAMCLA STAND 4C32

SAMCLA INFINITE

Together with the new Samcla Smart Platform cloud application, SAMCLA INFINITE is ready to face the needs of today and the ones of tomorrow.



SIP PROTECTION STAND 4L132

BLUE RHINO

Blue Rhino, the first chainsaw protective trousers designed for recycling.
Garments developed with recycled fabrics and 100% recyclable, as well as with maximum respect for the ecodesign guidelines.



TERRAM STAND 5G151

GRASSPROTECTA

GRASSPROTECTA is an innovative solution for managing turfed surfaces. The ideal solution for a host of projects. Load capacity: up to 8 tons/axle. It can be used by persons with reduced mobility.



TERRASSTEEL STAND 4E02

FINISHING PROFILES TERRASSTEEL

Finishing profiles up and down are two profiles in coated aluminium to allow a vertical finishing in ceramic and support than one person walk in periphery terrace.



TOP GREEN STAND 4C74

EUROSPACE ROBUSTE

EUROSPACE ROBUSTE is an ecological and economical response to global warming

- Saving water: less or no watering
- Low maintenance: active regeneration, less weeds



TREX STAND 5F38

TREX ENHANCE

New range of co-extruded composite deck boards with structured profile.



URBASENSE STAND 4B102

MINISENSE: ROOT'S DEVELOPMENT AT THE HEART OF YOUR WATERING

The Minisense is the measuring / data transmission device for "agronomic watering" (maximizing root production while reducing water consumption).



URBAVERT STAND 5E107

URBAN VEGETATION FOR BIODIVERSITY

URBAVERT® is a French company (Lyon region) specialized in the urban greening of permeable or organic mineral surfaces.



WACKER NEUSON SAS STAND 6J106

ZERO EMISSION BATTERY-POWERED DUMPER DW15E

Wacker Neuson presents its brand new battery-powered Dumper DW15e. 100% electric and zero emission, it is the perfect machine for all gardening & landscapes specialists, as well as municipalities.



BERGERAT MONNOYEUR CAT STAND 5D16

CAT® NEXT GEN MINI EXCAVATOR

Five new models in the Cat® mini hydraulic excavator lineup, engineered and manufactured by Caterpillar, are designed to provide users the best performance.



CERIB - RDECOF STAND 6J127

BEEFREE®

BeeFree® is a concrete mesh developed by RDECOF and CERIB. It is carried out individually or in series, thanks to the design and molding techniques used for the concrete products.



GREENBOX-PRO STAND 5A123

GREENBOX

Packages of pre-sold landscape services and services in mass distribution:

- Garden Design
- Irrigation Studies
- Turf Expert
- Automatic Robot Lawnmowers installation
- Garden Coach Expert Advice



ICL FRANCE SPECIALITES STAND 5C70

SIERRABLENPLUS PEARL® TECHNOLOGY

Pearl® Technology blends a unique, recycled, continuous-release phosphorus into our premium controlled-release fertilizers.



LAFARGE STAND 5G76

ROOFTOP DUO

"ROOFTOP DUO" is an all-in-one flat roof sealing system.



LES JARDINS STAND 5D16

SOLAR LIGHT, TECKINOX, POWERFUL LIGHTING 500 LUMENS

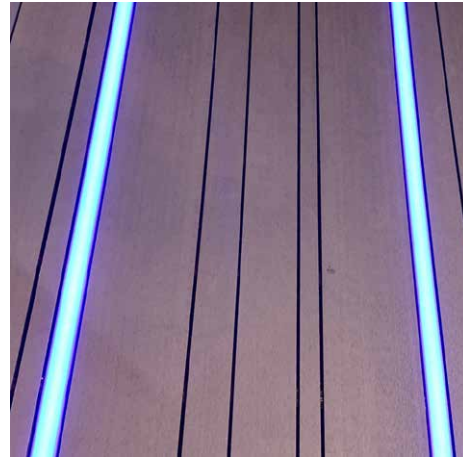
Solar and rechargeable garden lantern in teak and stainless st. fitted with a powerful solar module producing 500 lumens, with usb port, motion sensor, dimmable, working time from 6 to 200 hours



REDCINHA / DELCLO STAND 5D82

REDCINHA R5 COMPOSITE DECK SLATS

New REDCINHA R5 composite deck slats.



REDCINHA / DELCLO STAND 5D82

REDCINHA COMPOPLAK COMPOSITE BASES

REDCINHA COMPOPLAK composite wooden bases.



REDCINHA / DELCLO STAND 5D82

REDCINHA/DELCLO COMPOSITE OCCULTING KIT AND ALUMINIUM TRIMS

Composite wood rigid panel screens with top and bottom aluminium trims.



4

THE KEY PERIODS AND EVENTS

Conferences, round tables, events for professionals like the Green City and Wellgreen days... All opportunities for discussions, meetings, and technical visits, which Paysalia organises for its visitors to answer all their questions.

In 2019, three spaces will host conferences and round tables:

- **The Paysalia Forum led by the Unep** will offer, in the heart of Hall 5, conferences on innovations and technologies in the landscape sector, landscape protection and safety, human resources and business management.
- **The Wellgreen Village** will be interested in sports fields, stadiums and golf courses (Hall 4).
- **The Place du Village** in the Carré des Jardiniers, in Hall 4, will question the attractiveness of the city centres and the place of plants in the city.

The full programme is available on

www.paysalia.com

and in the programme guide available at the information centre at the exhibition entrance.

The Plant Recognition contest

Over two days, 4th and 5th December, 73 horticultural and landscaping students, finalists from every French region, will meet up at Paysalia to compete in the national plant recognition contest final. They will have to recognize samples laid out on tables!

In parallel another contest is organized for sector professionals who also want to demonstrate their botanical knowledge. Visitors can also try their hand on the way into the Show on plants provided by producers exhibiting in the "Village Fleurs de France". A great opportunity to check out Floriscope, a unique application opening onto a database of 180,000 plants!

The contest prize award ceremony will be held on Thursday, 5th December at 11.00am in the Mezzanine 3 room.

In partnership with:





PAYSALIA & THE CARRÉ DES JARDINIERS, HONOUR TO THE GARDENER'S TRADE FOR THE LAST 10 YEARS



© Elisabeth Rull

2019 marks the 5th edition of the Carré des Jardiniers, the emblematic contest for the sector and a key event at Paysalia since its creation in 2011. Every two years, the Carré des Jardiniers sets up in the heart of Paysalia and beats to the pulse of the event and the visitors as it presents the 5 finalists' gardens with the passage of the jury and the award.

Created in 2011 by the professionals of the sector, the central criteria to win the Carré des Jardiniers contest and the coveted Master Gardener title are audacity, creativity, and originality. For this 5th edition, the 5 finalists will have to imagine and create a unique garden by reinterpreting in a personal way the theme of The Village Square.

The winner becomes the Master Gardener 2019 and wins a unique bronze trophy given by Val'hor, official sponsor of the contest.

For this birthday year, the Carré des Jardiniers will also propose, for the 1st time, in the middle of the 5 gardens, a **Village Square** brought alive and animated by the presence of:

- **the Paysalia House:** ANDEEV, CNVVF, FFP, FNPHP, Landscape Show, Pôle Emploi, WUP.
- **the House of the Carré des Jardiniers** will host the former Master Gardeners, their teams, the members and the former members of the jury, the press partners, the official sponsor Val'hor, and the partners suppliers and sponsors.

The « Carré des Jardinier » award ceremony will be held on Wednesday, 4th of December from 2.00pm on the « Place du Village » area.

Over three days, the Village Square will pulse to the rhythm of a program of discussions on a wide range of subjects... all related to nature.

New discussion formats in new surroundings on new subjects like the school of the outside or the tourist appeal of ephemeral gardens.

You can get more information on the Carré des Jardiniers in the specific contest press kit.

An event:



Made by:



In co-production with:



Official partner:



With the support of:



Media partner:



Press partners:



Official suppliers:



VAL'HOR'S COMMITMENT TO THE CARRÉ DES JARDINIERS 2019



It is vital to restore gardening to consideration as a noble occupation. VAL'HOR is the official sponsor of the Carré des Jardiniers contest held every two years during Paysalia, the winner of which is awarded the title of Master Gardener.

The theme chosen in 2019, the village square, echoes VAL'HOR's vocation to promote plants and landscapes to decision-makers and citizens. Reinvigorate city centers and town centers, restore social ties through landscaping, benefit the greatest number of benefits of trees, plants, flowers: these are reasons to include the plants and professionals who cultivate them, who implement them, who sell them, heart of society issues. Because the plant is essential to life ... and to the city!

So it is quite natural for the Inter-professional association of horticultural and landscaping professionals to be the official partner of the Carré des Jardiniers 2019.

Who's VAL'HOR ?

Since 1998, VAL'HOR has been recognized by the French public authorities as the Interprofessional organisation for horticulturists, florists and landscaping professionals.

It has 53,000 specialized companies as members, generates sales of over 14 billion Euros and represents 170,000 jobs. VAL'HOR federates professional organizations representing horticultural production, distribution and retailing, as well as landscaping and gardening.

VAL'HOR's main mission is to develop the consumption of products and services through collective advertising and promotion. For example, VAL'HOR sponsors the short M6 TV programme "Mission: végétal" [Mission: plants], champions the Green City revegetation project in France and organizes the Victoires du Paysage (Victories of the Landscape) contest.

VAL'HOR is again present at Paysalia 2019 to highlight the dynamic approach of the French landscaping sector as:

- Official partner of the Carré des Jardiniers, the excellence contest for landscapers;
- Organization of the Final of the National Plant Recognition Competition with the probable participation of a hundred young agricultural students and many professionals;
- Exhibitors in the French producers Village, with more than 40 others, gathered under the 'Fleurs de France' label.

www.valhor.fr



Carré des Jardiniers
Brasserie et Bistrot
des Jardiniers



MARCO

ERDISA





6

PAYSALIA & ROCALIA, ZOOM ON MINERAL/PLANT SYNERGY



United in 2017, the synergy between Rocalia and Paysalia develops in 2019.

The idea behind organising these two Shows at the same time is to enable visitors

to meet the natural stone professionals – a sector closely related to that of plants.

It is a fact that, in the middle of the gardens, minerals and plants coexist in close harmony. The harmony of stone and plants requires originators like landscape designers, architects and natural stone experts to consider many different aspects (surroundings, colours, perspectives...) to find a common theme. An essential synergy with a background of open skies found in the discussions and aisles of Paysalia and Rocalia.

Rocalia will propose specific key events:

- The Rocalia Design Exhibition
- The “Building in natural stone in the 21st century” contest
- The Rocalia Forum
- The Heritage Day
- Rocalia Talents Demonstrations



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PRACTICAL INFORMATION



DATES

3-4-5 December 2019



OPENING HOURS

9.00am to 6.00pm

Late night opening until 9.00pm on Tuesday, 3rd December 2019



PLACE

Eurexpo - Lyon - France
Boulevard de l'Europe
69680 Chassieu



WEBSITE

www.paysalia.com



CONTACT

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+33 (0)4 78 176 324

PAYSALIA & CARRÉ DES JARDINIERS ALWAYS CONNECTED !

Find all the news about Paysalia, markets, and the Carré des Jardiniers contest on our social networks.

Paysalia
The exhibition
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YOUR NEXT MEETING :

Paysalia

The exhibition
Landscape, Garden & Sport

30 Nov. - 2 Dec. 2021 | EUREXPO LYON - FRANCE

paysalia.com



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