

# PAYSALIA

LANDSCAPE, GARDEN & SPORT EXHIBITION



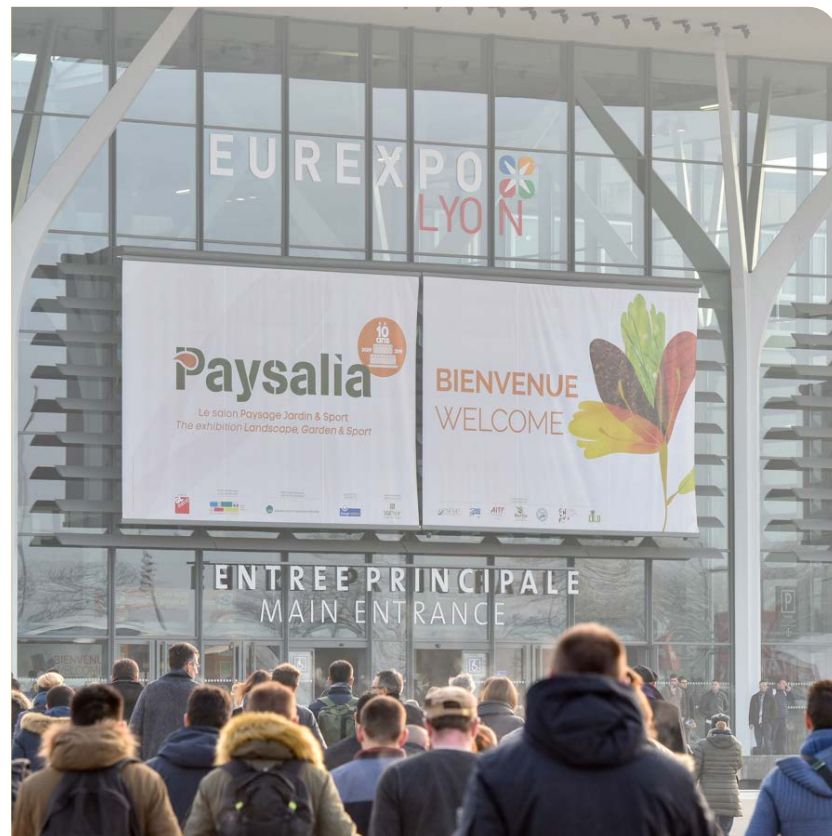
## PRESS KIT 2021

[paysalia.com](https://paysalia.com)



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# GROWTH PROSPECTS FOR THE SECTOR

Despite the impact of Covid, particularly in the first half of 2020, and the resulting uncertainties, landscaping companies' business was steady. In the second half of 2020, landscaping companies' sales were up 3%. Growth was highest in sales to private home owners, up a record 6% in the second half of 2020. Uncertainties however remain for public authority markets in which business radically slowed.

Source: Unep - VAL'HOR - Agrica landscaping companies barometer - second half of 2020

## KEY STATISTICS FOR THE SECTOR

(Source: Figures for 2019 - Unep)

**29 550**  
LANDSCAPING COMPANIES

**97 300** PERSONNEL,  
OF WHICH 70,300 EMPLOYEES

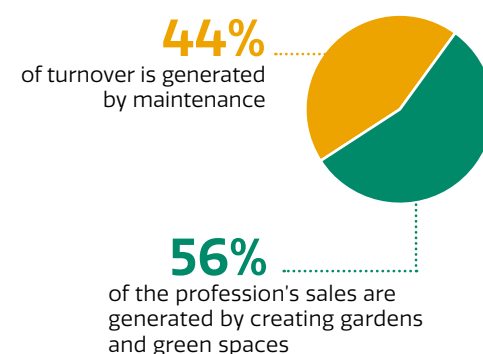
SALES OF **5,9**  
BILLION EUROS



### TYPOLGY OF LANDSCAPING COMPANIES

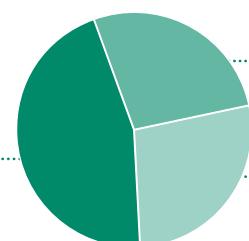
Most landscaping companies are small:

- 64,5%** are just one person
- 29,5%** have from 1 to 9 employees
- 6%** have more than 10 employees
- Less than **1%** have more than 50 employees



As for customers, sales by landscaping companies break down as follows:

**45%**  
to the private home owners



**27%** to private companies

**27%** to public authorities

# 3

QUESTIONS TO

**Laurent Bizot** / President of Unep

& **Mikael Mercier** / President de VAL'HOR



**Laurent Bizot**  
/ President of Unep



**Mikael Mercier**  
/ President of VAL'HOR

## Which are the challenges professional gardeners and landscapers are currently facing?

Our companies have two main issues today: to attract employees and to be recognized as "must experts" on questions of biodiversity. Our markets continue to develop, and we find it increasingly difficult to recruit motivated employees.

To attract new recruits, many companies propose motivational offers such as savings schemes. Unep, already committed to make our trades more visible, is doing even more this fall.

On the question of biodiversity, our companies must reinforce their skill levels to meet the environmental challenges and convince their customers to embark on more virtuous projects.

Our main task is to meet demands from the people, elected officials and consumers. We face a host of challenges related to the living nature of plants: adaptation to climate change, health risks, and also, for example, the digitalization of the sector to improve our competitiveness. As for landscaping, if the benefits of plants seem to be better understood today, plants and landscapes still do not have the place they deserve in development programs. We must also always insist on the fact that to bring projects to successful conclusions, it is essential to use professional landscapers - landscape designers, landscaping companies and producers. Our ability to attract motivated men and women to our trades is crucial. And finally, taking into account the high growth in markets, there could be a lack of long lasting plants. We must anticipate much more and work more closely with the producers.

## What opportunities have emerged with the Covid crisis?

The Covid crisis accelerated changes already under way. Demand from private home owners developed after the 1st lockdown and the move from towns to more rural environments. Currently home owners are our biggest customer segment. During this time, public and private contracts stagnated and even regressed in the second half of 2020 before resuming in the first half of 2021. This reassures us because overall demand is increasing steadily, just as the need to develop every possible solution, including the greening of cities to mitigate the effects of the disordered state of the climate.

Yes, it is a new dawn, a true meeting between landscaping professionals and the general public. Something has changed. The French are demanding plants and gardens. Plants in private gardens and parks are the simplest way to get the public back in touch with nature. In March 2021, united and obstinate, the VAL'HOR trade association obtained the recognition by the public authorities that plants are essential. That had a direct and immediate impact on business and I am sure that the whole sector - shops & distribution, production and landscaping - all benefit from this recognition. A victory for everyone.

## What do you expect from Paysalia 2021?

That visitors and exhibitors will be equally satisfied! Landscapers need to discuss and exchange experiences and discover how to make our companies and our teams progress. And our suppliers need our feedback on their products and our ideas on new ones to develop. We have always tried to develop partnership relationships with our suppliers, based on confidence and loyalty. To meet each other again and enjoy fun times together while planning the future is something to which the whole profession looks forward.

Especially this year. We'll be very motivated to meet up again. Remember that VAL'HOR is a Paysalia sponsor and also sponsors the Carré des Jardiniers, organizes the final of the National Plant Recognition contest and facilitates the implementation of the collective nurserymen's space. We will be very satisfied as we project a strong, innovative and positive image through the quality of the exhibitors and visitors.





# PAYSALIA, THE LEADING TRADE SHOW IN LANDSCAPING

## PAYSALIA 2019 IN A FEW KEY FIGURES



**30 000**  
VISITORS



MORE THAN **1200** EXHIBITORS &  
**BRANDS** FOR PAYSALIA AND ROCALIA 2021

ALMOST **10%**  
OF VISITORS FROM OUTSIDE FRANCE



**22%** OF EXHIBITORS  
FROM OUTSIDE FRANCE

## PAYSALIA : A TOOL FOR LANDSCAPERS

Targeting all landscaping professionals, the 7th edition of Paysalia, the benchmark and leading Show, will be held from November 30th to December 2nd. More than ever the event sets out to be a tool for everyone active in the sector to use to redefine themselves, grow their businesses and chat between equals.

Co-produced with Unep, Union Nationale des Entreprises du Paysage, (The French National Landscaping Businesses Trade Association) Paysalia exists to help everyone in the landscaping sector meet new challenges and changes:

/ **The impact of Covid** on the sector

/ **Challenges include climate change:** biodiversity, greening cities...

/ **Sector tradeskills, attractiveness, training** and enhancement of team skill levels

/ **Adaptation to new challenges** - low carbon power sources, digitalization, robotics

/ **Conquest of new markets:** swimming pools, ecological engineering, indoor landscaping...



# PAYSALIA : AN ANSWER TO GARDEN & LANDSCAPE SECTOR CHALLENGES

## A GLOBAL OFFER TO ASSIST PROFESSIONALS

Paysalia is THE Trade Show for landscaping and brings together for 3 days in Lyon, France, landscaping companies, specifiers, designers, public authorities, private developers, distributors and merchants.

Currently landscaping is extremely buoyant in a context of passion for nature, increased demand for green spaces and a wish to get back to basics. However, innovation is essential to meet the environmental and social challenges. Paysalia assists by proposing concrete solutions to these problems and also through debates and conferences.

Innovating companies, visionary landscape designers, architects and public authorities share the same objective - to imagine a world more in tune with nature to live better together, today - and tomorrow.

## APPROACHES / SETS OF THEMES TO MEET SPECIFIC NEEDS

To host the different types of visitors in the best and most efficient way possible, Paysalia is organized around different themes:

- **The installation of parks and gardens** for managers of public authority and private developers' green spaces and gardens. Paysalia proposes, in a single place, all the design, material, services, equipment suppliers able to meet their needs.
- **Sports grounds, stadiums and golf courses** for public authorities and the managers of these facilities. On specific circuits through the Show, visitors will be able to find all the products, solutions and services they are looking for easily.
- **Indoor landscaping** because plants do not just grow out of doors. Patios, flower gardens, private and public pathways all have their own limitations and formats to which Paysalia attempts to find answers.
- **French seedbeds and nurseries** are sponsored at the Show by Fleurs de France.

To enable professionals to provide ever fuller and renewed services, Paysalia continues to develop its coverage of sectors like **adventure playgrounds** and **swimming pools**.

To meet market demand in this sector, suppliers of construction processes, pool, plunge and spa structures can now have stands at Paysalia. It is a fact that landscaping companies are increasingly asked for combined Garden/Pool quotes and thus need to find equipment and structure suppliers.





# PAYSALIA, THE PLACE TO SEE THE SECTOR'S INNOVATIONS

## THE PAYSALIA INNOVATIONS SPACE AND PAYSALIA INNOVATIONS AWARDS

Since it started, Innovation has been Paysalia's DNA. The Paysalia Innovations space highlights the landscaping professionals who invent solutions adapted to the needs of today – and tomorrow. At the entrance to the Show, the Paysalia Innovations space highlights about fifty products and technologies competing for the Paysalia Innovations Awards.

**The Paysalia Innovations Awards, organized by Unep, will be presented on Tuesday, November 30 at 5.15pm at the Show.**

## THEMES HIGHLIGHTED AT PAYSALIA 2021

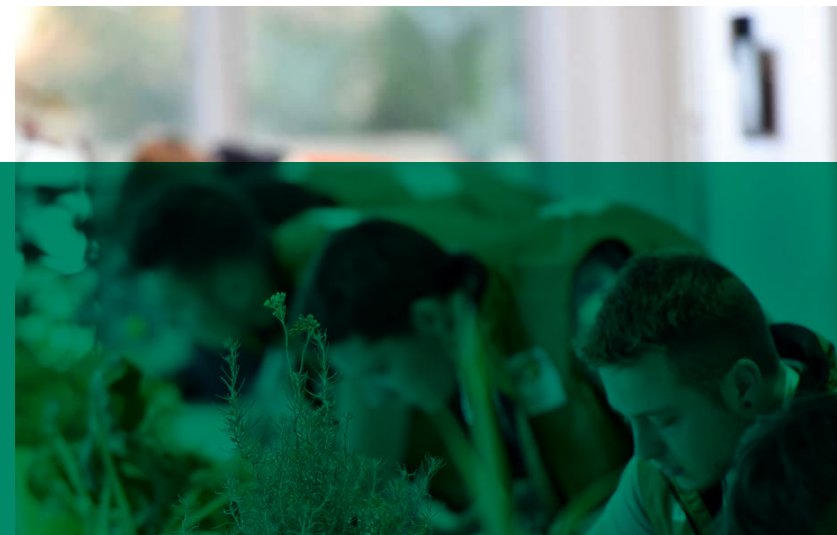
To meet demands from professional Gardeners and Landscapers, Paysalia will focus on several themes that make the news today:

### BIODIVERSITY

Today biodiversity is a major concern, following the increasing levels of social awareness about the need to protect the environment. Plants, both as living structures and as refuges for fauna, are what support biodiversity. Zero phyto, alternative management of green spaces, artificial soils, city centre greening – environmental issues for which landscapers have to find answers. The Paysalia 2021 Biodiversity and Environment Village proposes meaningful solutions.

### NEW MARKETS

The French Revival program, launched in 2020, boosts some landscaping markets such as forestation and ecological engineering. Urban agriculture and building vegetalization are demanded by citizens – and opportunities for the landscaping sector. Just like indoor landscaping which goes much further than rapidly-changing fashions. Paysalia 2021 will question these trends and through dedicated conferences and events with the professionals envisage solutions for these new markets.



## FOCUS ON THE HIGHLIGHTS AND "MUST" EVENTS OF THIS 2021 EDITION

Conferences, Green City Day (Thursday, December 2nd), round tables... Paysalia visitors have time for discussions, meetings and technical visits to answer their questions and help them face current challenges.

This year there will be three discussions and advice spaces as well as a host of conferences and round tables:

- ✓ **The Paysalia Forum** (hall 6)
- ✓ The objective of **the Biodiversity and Environment Village** is to clarify themes related to biodiversity and the environment.
- ✓ **The Jobs and Skills village** will propose to visitors workshops, meetings and discussions with sponsors: The Job Center, Training Centers...

**Get the program of conferences and key periods on**

[www.paysalia.com](http://www.paysalia.com)  
/ Programs Header



### EXPERT SKILLS

A paramount challenge is to adequate landscape designers' talents with what society wants. To anticipate future needs, landscaping companies will need to train their personnel in new skills. We will need to think deeply about the basics of our business (knowledge of soils, plant recognition), to meet the challenges of biodiversity and adapt to emerging innovations (robotization, dronization, digitalization) requiring new skills.

Initial and vocational training, recruitment, tutoring apprentices... The Paysalia Jobs and Skills Village is dedicated to discussions between students and sector professionals and to valorizing landscaping trades.







# CARRÉ DES JARDINIERS | 2021

## PAYSALIA & THE CARRÉ DES JARDINIERS TRY TO FIND THE GARDEN FOR (GRACIOUS) LIVING

As for every Paysalia, the Carré des Jardiniers contest will take place right in the middle of the Show. Each of the 5 finalists will present their concept of a "garden for (gracious) living" – the theme for 2021. A nourishing, generous and delicious garden which also has an ecosystem to conserve biodiversity. A set of themes which echoes the challenges facing the landscaping sector and reflects the overall programming of Paysalia.

The Carré des Jardiniers is the main event of the Show as it highlights the noble profession of landscape gardener based on inventiveness, creativity and a personal reflection on the surrounding world. Over 3 days, Paysalia and everyone there live to the beat of the contest of the 5 finalists' gardens at the heart of the Show.

The official visit of the 5 gardens by the members of the jury and the announcement of the award-winner of the coveted title of Master Gardener will be on Tuesday, the 1st of December.



Official partner  
of the competition



You can find  
out more on the  
Carré des Jardiniers  
in the dedicated  
contest press kit.



### NOUVEAUTÉ 2021 : STUDENTS MAKE THEIR CHOICE

Existing purely to highlight the landscaping profession and aiming to arouse the interest of youngsters for this sector this year, the Carré des Jardiniers will be judged by a jury of landscaping students which will award its own prize to one of the five finalists during the Show.



## DIGITAL SOLUTIONS TO ASSIST PROFESSIONALS AND FACILITATE MEETINGS

### WHAT'S NEW IN 2021

Jointly with Rocalia, Paysalia 2021 features a host of digital solutions including the launch of a cell phone application and an associated Web platform. The objective is to be a genuine meeting facilitator, visit guide and planner to optimize your time at Paysalia and Rocalia.

The digital device proposes functionalities to exhibitors and visitors helping them to:



**Find the professional they are looking**  
for via a networking and matchmaking solution



**Optimize their meetings** by programming business appointments face to face, before they get to the Show, or remotely by Visio if they cannot come



**Prepare their visit** with the program and the interactive Show layout plan...



**Exchange information with their contacts quickly**  
by scanning visitors' badges directly with a smartphone and the application (optional for exhibitors) to facilitate the continuation of chats after the Show



**Get a clearer view of what the Show proposes**  
with the exhibitors highlighted by visibility solutions available in the application



# PAYSALIA / ROCALIA SYNERGY: A UNIQUELY COMPLETE MINERAL AND VEGETABLE OVERVIEW FOR PROFESSIONALS



The complementarity created since 2017 with Rocalia, the natural stone Show, is accentuated both by what is on the stands and through the complementarity of the sets of themes and events staged. A united event focused on plants and minerals, so visitors (private and public authorities, landscape designers and specifiers) get a global view.

Indeed, the harmony of plant and stone requires a vital synergy between landscape designers, architects and natural stone experts to strike the right balance and consider aspects like lines, colors and surroundings. Moreover, many home owners and public authorities to ask for projects integrating both dimensions.

## THE KEY PERIODS OF ROCALIA 2021:

The Rocalia  
FORUM

The Heritage  
DAY

The Jobs  
and & Skills  
SPACE

The "Building  
in Stone in the  
XXIst Century"  
COMPETITION



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## "VILLAGE EMPLOI FORMATION" PARTNERSHIP



TRAINING CENTERS :



## "VILLAGE BIODIVERSITÉ ET ENVIRONNEMENT" PARTNERSHIP



## "JOURNÉE VILLE VERTE" PARTNERSHIP



Press partners:



## CARRÉ DES JARDINIERS

In co-production with



Official partner



Official suppliers:



Press partners:



Media partner:



Training partners:





# PRACTICAL INFORMATION



## DATES

**Tuesday, 30th November,  
Wednesday, 1st December  
and Thursday,  
2nd December 2021**



## OPENING TIMES

**Tuesday, November 30th 2021  
9.00am to 9.00pm**  
(no admittance after 6.00pm)

**Wednesday, 1st December 2021  
9.00am to 6.00pm**

**Thursday, 2nd December 2021  
9.00am to 4.00pm**



## VENUE

**Eurexpo – Lyon**

Boulevard de l'Europe  
69680 Chassieu



## WEBSITE

**[www.paysalia.com](http://www.paysalia.com)**



## VISITOR CONTACT

[paysalia@gl-events.com](mailto:paysalia@gl-events.com)  
+33 (0)4 78 176 324

## PRESS CONTACTS

Agence Comadequat

**Nataly Joubert**

+33 (0) 6 35 07 96 99  
[n.joubert@comadequat.fr](mailto:n.joubert@comadequat.fr)

**Marie Tissier**

+33 (0) 6 15 39 59 65  
[m.tissier@comadequat.fr](mailto:m.tissier@comadequat.fr)



## SOCIAL NETWORKS

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



## PAYSALIA

ARTICLES / NEWS :  
<https://www.paysalia.com/fr/actualites>

@Paysalia

<https://www.linkedin.com/in/paysalia/>

<https://www.youtube.com/Paysalia>

@Paysalia

<https://www.instagram.com/paysalia>

## CARRÉ DES JARDINIERS

@CarreJardiniers

<https://www.instagram.com/carredesjardiniers>

@carredesjardiniers

<https://www.linkedin.com/company/carre-des-jardiniers/>



Share all information about the Shows and contests on our social networks using hashtags **#Paysalia** and **#CDJ**.



## PRESS CONTACTS

Agence Comadequat

**Nataly Joubert** / + 33 (0) 6 35 07 96 99  
[n.joubert@comadequat.fr](mailto:n.joubert@comadequat.fr)

**Marie Tissier** / + 33 (0) 6 15 39 50 65  
[m.tissier@comadequat.fr](mailto:m.tissier@comadequat.fr)

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