

Paysalia

3-4-5 December 2019 | Eurexpo Lyon



INNOVATION TERRITORY

PAYSALIA, THE ONLY SHOW FOR ALL LANDSCAPING TRADES AND PROFESSIONS IN FRANCE

In coproduction with



PAYSALIA 2019 WILL MORE THAN EVER BE HALLMARKED BY INNOVATION

Our companies need partners to suggest ever more innovative solutions to their customers and meet their expectations. It is one of the main reasons why they come to Paysalia.

In 2019, Paysalia will evolve even further to meet the needs of professionals focused on tourism, village squares, the theme of the next Carré des Jardiniers, but also on digital transformation and ecological transition.

Paysalia is this place where all players in the landscaping sector, the companies (originators, entrepreneurs, team leaders), public authorities (elected representatives, park directors and territorial engineers and technicians) and private purchasers, come to discover the latest trends and innovations you will feature on your stand.

Meetings, discussions and business deals will be, as at every Paysalia, warm and friendly.

Come and join us to build Paysalia 2019.

Catherine Muller,
President of the UNEP - Les Entreprises du Paysage,
President of Paysalia



Our supporters

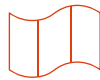


24,096

VISITORS ⁽¹⁾

+45.2% ⁽²⁾

90%
OF VISITORS
WILL PROBABLY
OR CERTAINLY
RETURN FOR
PAYSALIA 2019 ⁽³⁾



VISITORS FROM
OUTSIDE
FRANCE

x2

COUNTRIES OF
ORIGIN OF OUR
VISITORS

52

OF WHICH

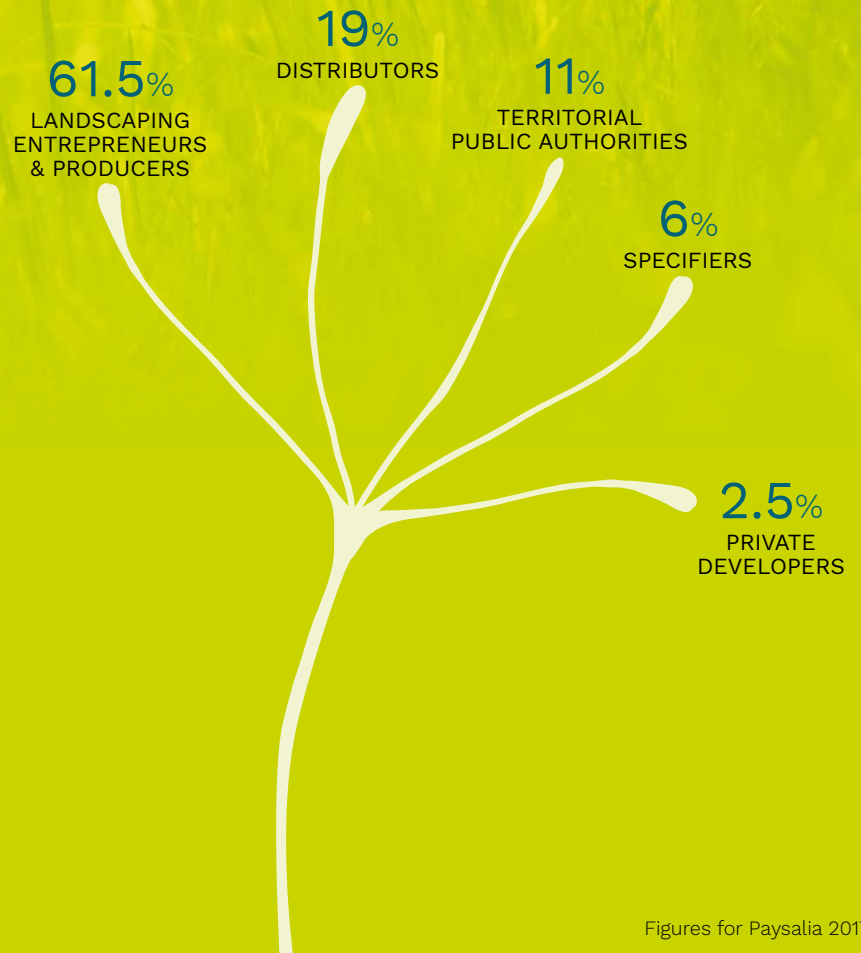
85%

OF VISITORS FROM
OUTSIDE FRANCE COME
FROM THE 10 FOLLOWING
EUROPEAN COUNTRIES

FINLAND
PORTUGAL
SWITZERLAND
ITALY
LUXEMBOURG
NETHERLANDS
BELGIUM
SPAIN
THE UNITED
GERMANY
KINGDOM

(1) Figures for Paysalia 2017
(2) Paysalia 2017 vs. Paysalia 2015
(3) Visitors Poll Paysalia 2017

MANY QUALITY VISITORS



Figures for Paysalia 2017



664

EXHIBITORS ⁽¹⁾

+16.5% ⁽²⁾

INCLUDING 257 NEW EXHIBITORS

AND 76 EXHIBITORS WHO HAVE SHOWN AT PAYSALIA FROM THE OUTSET

22%

OF EXHIBITORS FROM OUTSIDE FRANCE ⁽¹⁾

17

COUNTRIES ⁽¹⁾
(EXCEPT FRANCE)

5

ROUTES TO FACILITATE YOUR VISIT

WATERING
INTERIOR LANDSCAPING
NURSERY GARDENER
WELLGREEN
(Playing field, stadium and golf course suppliers)
INNOVATIONS

3

SPECIALIST SUPPLIERS VILLAGES

“INTERIOR LANDSCAPING” VILLAGE

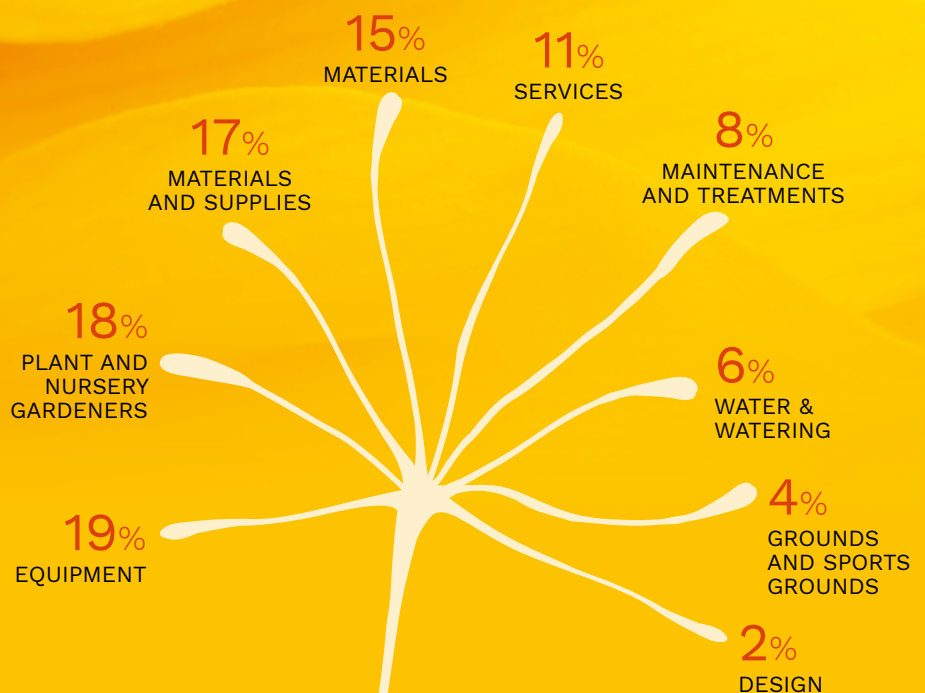
THE “WATERING” VILLAGE

“FLEUR DE FRANCE” PLANTS VILLAGE

(1) Figures for Paysalia 2017

(2) Paysalia 2017 vs. Paysalia 2015

EXHIBITORS REPRESENTING THE SECTOR



Figures for Paysalia 2017



INNOVATIONS

55

INNOVATIONS ⁽¹⁾

97%

OF THE VISITORS
come on Paysalia
to discover innovations and
market trends ⁽²⁾



THE PAYSALIA INNOVATION TROPHIES are awarded to the most innovative products.

THE CARRÉ DES JARDINIERS



**1000 SQM OF LANDSCAPED
GARDENS AT PAYSALIA.**

Throughout the year,
the Carré des Jardiniers highlights
40 EXHIBITOR PARTNERS.



SPECIAL DAYS



**ALL THE SPORTING EQUIPMENT AND
GROUND KEEPING SOLUTIONS** and
a special programme for golf course,
stadium and sports ground managers.



SPECIFIC VISITS AND CONFERENCES for
professionals in charge of green spaces,
town planning or the quality of life in their
commune and professionals who design,
create or maintain green spaces.

CONFERENCES

Paysalia is a “must” for finding solutions, discovering
innovations, and discussions about subjects of concern
to all specialists at conferences led by experts, the driving
forces in your trades and professions.



(1) Figures for Paysalia 2017
(2) Visitor Poll Paysalia 2017

Welcome

BY
ONLY LYON 

**TO HOST EXHIBITORS
AT AND VISITORS TO
PAYSALIA IN THE BEST
CONDITIONS, WE RUN
MANY SERVICES**



AN EXHIBITORS AND VISITORS HOTLINE

to answer all your
questions.



ASSISTANCE WITH HOTELS AND TRANSPORT

open to all French and
international exhibitors and
visitors to prepare their stay in
Lyon.



A DEDICATED RECEPTION DESK AND/OR SIGNPOSTING

in public transport
and hotels.



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