

PRESS KIT | SUMMER 2019

# 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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TO THE HONOUR !

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## BIRTHDAY EDITORIAL

**NEXT DECEMBER**  
PAYSALIA IS **10!**

**Ten years of meetings, discussions, ideas and success for  
Landscapers, Gardeners & Sports ground keepers!**

Paysalia was born from a strong commitment shared by GL events and the Unep to support landscaping professionals in France and internationally.

In ten years, Paysalia has focused the whole of the gardening, landscaping and sports ground sector on a single objective – **to put innovation at the heart of business strategies.**

Rooted in the realities shared by firms working in these sectors, Paysalia provides “hands-on” answers to everyone's questions in a friendly and enjoyable atmosphere.

The force of Paysalia is to anticipate changes and trends, ask expert questions and promote discussions between professionals. The host of topics addressed since 2009 range from the valorisation of public green spaces to their impact on health and from the architectural approach to landscape design to the evolution of trades... In just ten years, Paysalia has accompanied all the changes in the sector. Over this time new topics like biodiversity and the greening of urban areas have emerged and become the focus of all the players concerned.

The life of the exhibition has also been marked by milestone events like the **Carré des Jardiniers** in 2011 which attracts more and more attention every time it is staged and Rocalia, the natural stone trade fair, which joined forces with Paysalia at Eurexpo in 2017. These synergies not only boosted Paysalia but also developed its expertise and the offer proposed to visitors.



# 1

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

### KEY FIGURES FOR THE SECTOR <sup>1</sup>

**29 100**  
LANDSCAPING COMPANIES

**91 800**  
WORKERS,  
65,600 OF WHICH WERE  
SALARIED EMPLOYEES

**5,14** BILLION  
EUROS SALES

Recent market trends noted in the Unep – Val'hor – Agrica Barometer of landscaping companies in 2018 show that sector growth is basically due to private individuals markets (up 5.5% in 2018) and the resumption of private markets (up 2.5% in 2018). The local elections in France in 2020 will question trends in public contracts which were up 2.5% in 2018.

### ZOOM ON LANDSCAPING COMPANIES <sup>2</sup>

On average, landscaping companies have **2.2 employees**  
On average, landscaping entrepreneurs are **44 years old**  
On average landscaping employees are **34 years old**

**55.5%** of the profession's sales concern the creation of gardens and green spaces, while **44.5%** concern maintenance.

### 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 landscaping, gardening & sports ground sector leader.

#### 2009 to 2017



**76 247**  
VISITORS



**2 113**  
EXHIBITORS



**52**  
COUNTRIES PRESENT



**123**  
CONFERENCES  
ORGANISED



<sup>1</sup> Key Figures Unep 2017 & Unep – Val'hor – Agrica Barometer of landscaping companies in 2018  
<sup>2</sup> Unep Figures 2017



## 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.

**THURSDAY, DECEMBER 5 - FROM 10AM TO 10:45AM**  
Conference « *Selling a garden to individuals in the digital age* »

### 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 French<sup>3</sup>, 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 15PM TO 15:45PM**  
Conference « *Measuring the value of plants in our cities* »

### 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  
(at Confluence - Lyon 2)**

**WEDNESDAY, DECEMBER 4 - FROM 14PM TO 14H45PM**

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

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



## 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 - 16PM TO 16:45PM**  
*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!

**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  
- Afternoon: Plant & City Conference on Paysalia (theme to be defined)

### 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.



**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**.



Trophies will be awarded during Paysalia at a special ceremony.  
**Over 50 innovations are announced for the 2019 edition.**



# 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.
- **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 program will soon be available on  
[www.paysalia.com](http://www.paysalia.com)

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

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:** CNVVF, ANDEEV, FP, CAUE, Pôle Emploi, Garden Lab...
- **the House of the Carré des Jardiniers** will host the former Master Gardeners, their teams, the former members of the jury, the press sponsor Garden Lab, the official sponsor Val'hor, and the partner suppliers and sponsors.

**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.**

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## 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

## OUR PARTNERS & SPONSORS

In co-production with:



Under the high patronage of:



With the support of :



In partnership with:



Platinum sponsor



Gold sponsor



Bronze sponsor





# 8

## PRACTICAL INFORMATION



### DATES

3-4-5 December 2019



### OPENING TIMES

9.00am to 6.00pm

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



### VENUE

Eurexpo - Lyon, France

Boulevard de l'Europe

69680 Chassieu



### WEBSITE

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



### CONTACT

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## THE SOCIAL NETWORKS

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

**Paysalia**

The exhibition  
Landscape, Garden & Sport



### PAYSALIA



@Paysalia



<https://www.linkedin.com/company/11194864>



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



@Paysalia

### CARRÉ DES JARDINIERS



@CarreJardiniers



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



@carredesjardiniers



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

Feel free to share the Paysalia ad, the Show's key periods, and the ready-to-posts (see below) on the social media and tag it with **#Paysalia** and **#CDJ**:

### Paysalia ready-to-post:

"10 years of innovations and professional discussions at @Paysalia 2019 from December 3rd to next December 5th in Lyon-Eurexpo, France"

### Carré des Jardiniers ready-to-post:

"Who will win the Carré des Jardiniers contest and become the 5th Master Gardener? Answer on December 4th in Lyon, France on @Paysalia #CDJ"



paysalia.com



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