

KEY FIGURES 2011





Visitor numbers on the increase

Over **16,000 people** visited the 26th Salon du Végétal. Their geographical origin has widened, proof of how the event has developed internationally.

The three dedicated **centres** – “Cut flowers”, “Green spaces and landscaping” and “Young plants” – played their part in attracting visitors and made visits more effective. **These centres will be developed in 2012.** They will contain more exhibitors. The activities and talks will be renewed.

A large number of people visited our animations dealing with innovations and trends: this has encouraged us to make them even more relevant.

The show could not be so attractive or dynamic without the exhibitors and the quality of their stands, which are ever more ingenious and bedecked with plants.

Many thanks to you all for your participation and support.

We look forward to seeing you next year on **21, 22 and 23 February 2012.**

Serge Tsvétoukhine
Exhibition director

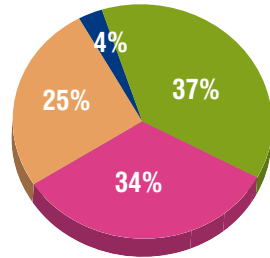


Visitors

• **16 064** professional visitors (+ 9 % compared with 2010)

• **Plant buyers***

- Production** 37 %
- Local authorities, landscaping** 34 %
- Specialist distribution** 25 %
- Hyper-supermarket** 4 %



• **Attendance distribution per day**



* Suppliers, teachers and students are not included.



Visitors

- **595 of international visitors came from 36 countries**

Europe, 21 countries: Belgium, Czech Republic, Denmark, England, Finland, Germany, Greece, Ireland, Italy, Luxembourg, Monaco, The Netherlands, Poland, Portugal, Romania, Russia, Slovakia, Spain, Switzerland, Turkey, Ukraine.

Africa, 8 countries: Algeria, Congo, Egypt, Israel, Ivory Coast, Lebanon, Morocco, Tunisia.

Asie, 2 countries: China, Japan.

America, 4 countries: Canada, Chile, United States of America, Mexico.

Oceania: Australia

Dom-Tom: French Guiana, French Polynesia, Guadeloupe, Martinique, Reunion.

- **French visitors came from all districts.**



Visitors

- **Results of a survey conducted with 1,905 people who made a badge request on line.**

Visitors come mainly to discover novelties (77 %), track trends (62 %), meet suppliers (59 %) and find new suppliers (49 %).

31 % come for the first time*.

77 % of visitors visit the Green space and landscaping centre, 63 % the young plants centre and 37 % the Cut flowers centre.

* It deals with people and not company.



Exhibitors

- **632 exhibitors**

60 % « plants and flowers » exhibitors

40 % « services and equipments » exhibitors

- **76 new exhibitors**

(12 % of all exhibitors)

- **French exhibitors came from all over in France.**

- **30 % of international exhibitors, coming from 13 countries**

Australia, Belgium, Denmark, Germany, Italy, Kenya, New-Zealand, Poland, Portugal, Spain, Switzerland, The Netherlands and United-Kingdom.

- **A large range of plants was presented.**



Innovert®



• 11 products awarded at the novelties competition

Among the 45 entries of the competition, 11 have been awarded - 3 Innovert® Gold:

New plant category:

Primula acaulis F1 'Zebra Blue' (RAES SA)

Magnolia grandiflora 'Mont Blanc' (Pépinières d'ENGANDOU - Pépinières RIPOCHE - Pépinières du VAL D'ERDRE)

Commercial plant innovation:

Espace Biodiversité (NOVA FLORE SARL)

- All the awarded products are on www.salon-du-vegetal.com



Innovert® is supported by





Végétopia



Cocoon Chair



- **Inspiration and design on the theme**
« **Beneficials plants** »

During the 3 days of the fair, young designers presented their projects that aim to offer visitors new opportunities in terms of plant commercialisation and consumption.

This year, **12 concepts** were presented.

- « **Cocoon Chair** » prototype has been awarded with the « **New design approach to plants** » trophy (jury composed with members of the horticultural trade and design world).

- « **Végétopia** » has been awarded with the « **visitor's favourite** » prize.

Espace Inspiration® is designed by the Salon du Végétal. The projects have been created by industrial design students from the J. Monnet High School (Les Herbiers, France).



The Cut flowers centre

• The Cut flowers centre is entirely devoted to florists and floristry trade professionals. The aim of this centre is to reinforce the presence and recognition of cut flower products. Located in the Amphitea hall, it brings specialist exhibitors together and is based around two flagship events called Bouquets d'aujourd'hui® and Tendances fleurs coupées® (Cut Flower Trends).

• **Tendances fleurs coupées®**

Artisans Fleuristes de France, Interflora and Oya deciphered the trends for spring/summer 2011 on a specific booth.





• Bouquets d'aujourd'hui®

The Bouquets d'aujourd'hui® animation aims to highlight the creative potential of many species and variety of flowers.

Floral demonstrations took place on the Bouquets d'aujourd'hui® stand to show visitors how to make bouquets made up flowers in orange and yellow shades.

21 florists competed on Wednesday. The winners are:

- 1st prize: Gaëlle Neau
- 2nd prize: Émilie Banner
- 3rd prize: Floriane Laboutique
- Visitor's favorite prize (Informations Fleuristes magazine): Benjamin Bourrier



PÔLE
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The green spaces and landscaping centre

- Located in the Hall Les Terrasses, it brings businesses together who work in this field with plants, furniture or inputs.

- **Conferences**

The conferences of the green spaces and landscaping centre dealt with the **landscape and ecological functions of plants in the urban and suburban districts.**

They gathered many professionals from landscape and collectivities fields.

The conferences are organized in partnership with the Lien Horticole magazine, Plante et Cité and the BHR.





The young plants centre

- **Success for this new centre**

The Salon du Végétal highlighted this year the new young plants centre.

It gathered in a same place (Grand Palais hall) 22 young plants growers on 1,000 m². This included young plants, seeds of plants for pots and beds, nursery plants and perennials.



Supplément au n° 727
mardi 15 février 2011
ISSN 1268-847X

La Lettre du Végétal

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LES FRANÇAIS ET LE VÉGÉTAL

Plébiscite pour un néo jardinage potager

Chaque automne depuis quelques années, un échantillon de deux mille ménages, représentatif de la population française, est questionné à notre demande (par efficacité3) sur le détail de l'ensemble des végétaux présents dans l'habitat principal de nos concitoyens. Et si ce baromètre annuel fait apparaître cette année une stagnation, voir un recul, d'une majorité d'espèces possédées, il met en avant la tendance qui s'affirme actuellement d'un néo jardinage potager. Ainsi la culture des légumes concerne à ce jour 37 % des ménages français, contre 27 % il y a cinq ans. De quoi chercher à en savoir plus et très spécifiquement : l'ancienneté de possession d'un potager, sa surface, les raisons de son utilisation et par qui, les types de légumes cultivés et ce par semis ou par plants.

François Langendorf



A fair with many events

• « Jardin de l'année » prize

During the « Awards ceremony of plant sector », the journalists association AJJH awarded the 2011 garden to Jardins de la Ferme du Mont des Récollets (Cassel - North of France).

Discover the 2 others gardens awarded on www.ajjh.org

• « French people and plants » annual survey

The results of the survey can be downloaded on the website www.salon-du-vegetal.com. Realized in partnership with Salon du Végétal / Lettre du végétal, it aims at better understanding the preferences of French people when it comes to plants.

Le végétal dans le cadre de vie des Français en 2011, ce sont 93 % des ménages qui disposent (en moyenne) de plus de 6 types de végétaux d'intérieur et d'extérieur dans leur lieu d'habitation. Un taux de « végétalisation » de leur cadre de vie à la fois stable et record, tant il progresse en diversité végétale avec un nombre de types de plantes possédées qui passe de 5,7 à 6,1. Et si cette année 2010 ne se positionne pas comme un grand cru végétal, l'analyse sur cinq ans fait néanmoins apparaître des évolutions de taux de possession très positives et qui concernent : les plantes à massif (de 37 à 41 %), les arbres et arbustes à fruits (de 43 à 47 %) et d'ornement (de 47 à 52 %), les plantes vivaces (de 44 à 50 %), la pelouse (de 51 à 60 %) et le potager (de 27 à 37 %). Un phénomène potager qui fait donc l'objet d'un focus particulier dans ce numéro spécial du Salon du Végétal.

LE VÉGÉTAL DANS LE CADRE DE VIE DES FRANÇAIS / PLANT IN THE FRENCH LIVING AREA

Types de végétaux présents dans l'habitat	taux de possession (en %)		Types de végétaux présents dans l'habitat		taux de possession (en %)	
	2011	2010	Plante vivace	Plante graminé	2011	2010
plantes vertes d'intérieur	78	77	potager végétalisés jardins		37	34
plantes fleuries d'intérieur	62	67	conifères conifères		35	39
plantes fleuries d'extérieur	69	58	fleurs coupées cut flowers		34	38





- **« Bourse à l'emploi »**

The job exchange allowed to put employers and jobs seekers in touch with each other. A great success.

- **« Prix du savoir-faire horticole français »**

During the « Awards ceremony of plant sector », the French horticultural know-how association awarded Les Pépinières Thuilleaux (France).

- **World skills France**

During the « Awards ceremony of plant sector », the winners have been awarded in the following fields: landscape gardening, floristry and horticulture.



Information

• **The Salon du Végétal organizing committee will invite you on 21, 22 and 23 February 2012.**

Serge Tsvétoukhine: exhibition director, Espace Inspiration®

Ghislain Bousseau: press relations, Innovert®

Sandrine Walek: press relations, website

Mélanie Loubaud: Bouquets d'aujourd'hui®, Tendances fleurs coupées®

Sylvie Boisseau: exhibitor relations, catalogue inscriptions, meeting room reservation

Valérie Rayer: exhibitor relations, catalogue advertisement, badge requests

Christine Bourgeois: accounting

The Salon du Végétal is organized by the BHR (Bureau Horticole Régional).

Luc Vandeveld: BHR Director



Le Salon du Végétal is supported by:





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IN **2012**

21 | 22 | 23
FEBRUARY **2012**

www.salon-du-vegetal.com