

**8, 9 AND 10
SEPTEMBER
2020**

**ANGERS - FRANCE
EXHIBITION
CENTRE**



35TH EDITION

**THE EVENT
SHOWCASING PLANTS
AND THEIR USES**

An event by  **DESTINATION
angers**



www.salonduvegetal.com

Salon du Végétal - a brand of **BHR**

Père Capotrac végétal

THE EVENT FOR SOURCING, INSPIRATION AND INNOVATION

THAT SHOWCASES PLANTS AND ALL THEIR USES IN THE ENVIRONMENT, LIFESTYLE, GARDENING, FLORISTRY, HEALTH, WELLBEING, COSMETICS, FOOD...

A FULL AND INNOVATIVE OFFERING IN ALL THE MAJOR SECTORS:

- PLANTS (upstream and end products)
- EQUIPMENT, MATERIALS & INPUTS (for the arrangement, sale and showcasing of plants)
- SERVICES AND SECTORS ORGANISMS



PAMP OPENING

Do you offer Perfume, Aromatic and Medicinal Plants for sale or plant extraction? Join this new stream!

ANGERS, HORTICULTURE CAPITAL

THE FAIR IS GETTING BACK TO ITS ROOTS: ANGERS IS A HISTORICAL BIRTHPLACE OF FRENCH HORTICULTURE AND THE TOP GREEN CITY IN THE COUNTRY*

2ND

place nationally the department is ranked second place in the horticulture and nursery sector

5,000

jobs in horticulture and nursery production companies

2,500

students in total at France's number one horticulture training centre

450

experts (researchers, engineers and technicians) involved in horticulture

ANGERS IS THE SEAT OF :

VEGEPOLYS VALLEY, an internationally-oriented competitiveness cluster
 PLANTE ET CITÉ, a national technical centre focusing on landscaping and green spaces
 OCVV, Community Plant Variety Office

THE PLACE FOR HORTICULTURAL EVENTS

(Sival, Salon des Vins de Loire, Greensys, etc.) and the IHC - International Horticultural Congress (3,500 participants expected in 2022).

*2020 ranking by the Observatoire des Villes Vertes (UNEP and HORTIS 2020)



PARTICIPATION PACKAGES

ATTRACTIVE NEW OPTIONS TO SUIT ALL BUDGETS!

CLASSIC PACKAGES PER 9 M² UNIT

Package **BARE STAND** from € 1,717 EX VAT

Package **EQUIPPED STAND** from € 2,333 EX VAT

SPECIFIC PACKAGES

Package **START-UP** € 650 EX VAT

Valid for start-ups (in business for less than 18 months), new plant production companies (in business for less than 5 years) and training organisations.

Package **GROUP OF PRODUCERS** € 1,500 EX VAT per participant

Valid for groups of growers (French and international) and professional gathering associations. Minimum of 6 organisations.

TARGET FUTURE FACING CONTENT

THE VÉGÉTAL'S STORE

An inspirational pop-up shop in response of consumers sought values: authentic, local, natural and eco-friendly products.

OVERVIEW OF NATIONAL PLANT TRENDS FOR THE 2022 SEASON

THEMED CIRCUITS THAT SHOWCASE HOW PLANTS CAN BE USED

CONFERENCES

Consumer trends, purchasing behaviour, new uses, retail methods, key figures and jobs in the industry, with recognized speakers.

LE SALON DU VÉGÉTAL, A NURSERY FOR INNOVATION

THE INNOVERT CONTEST

A true showcase for innovation in the horticulture industry, this contest is the fair's main event. Deadline for entries: Tuesday 12 May 2020.

In partnership with:



THE PIXEL GARDEN

The fair's plant hub, a place for sourcing plants and seeking inspiration, where horticultural innovation and experimentation are gathered among the planters. It's the perfect place to present a new variety, a new range or a flagship product and showcase its use and technical features, or offer some original combinations.

THE START-UP HUB

dedicated to new companies offering innovative ideas for the plants of tomorrow.



With regular start-up pitches



SECTOR NETWORKING

"Meilleurs Apprentis de France" (Best apprentice of France) national finals, speciality: horticulture and landscaping. With the training institute Le Fresne

France Agrimer special plant production experts board meeting (by invitation),

Morning session on good practices by Excellence Végétale (by invitation). With MPS France

...

You plan to organise a corporate event or a business meeting? Contact us!



TRAINING AND JOB CENTRE

Covering the entire horticultural industry (production, trade, retail, landscaping and floristry)..

In partnership with:





A HIGH PROFILE, WELL CONNECTED TRADE FAIR



Almost
50
newsletters

2 mailing campaigns
20,000
recipients

attended by
60
journalists*

160
media hits*

*2019 figures

AN INTERNET AND PRINT MEDIA CAMPAIGN IN FRANCE AND EUROPE,
A SOCIAL MEDIA PRESENCE, FAIR TOURS FOR INFLUENCERS...

A TRADE FAIR ORGANISED FOR AND WITH PROFESSIONALS,

CHAIRD BY THIERRY BROWAEYS, PRESIDENT OF
THE BUREAU HORTICOLE RÉGIONAL, IN CLOSE
COLLABORATION WITH VAL'HOR, VEGETOLYS
VALLEY AND HORTICULTURE INDUSTRY BODIES.



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**8, 9 AND 10
SEPTEMBER 2020
FROM 9 AM TO 6 PM**

EXHIBITION CENTRE • ANGERS
Route de Paris • 49000 Angers

REGISTER NOW!

JOIN OUR COMMUNITY



An event by



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