



LE SALON DU VÉGÉTAL

NEW ERA

SEPTEMBER
13TH, 14TH, 15TH 2022
ANGERS

ENTER INTO THE NEW
PLANT ERA

INSPIRING - MILITANT - INNOVATIVE
MARKETABLE - FÉDÉRATOR - OPEN

Porté par



Avec le soutien de

4-5 / EDITORIAL

Mathilde Favre d'Anne,
Adjointe for Rayonnement and Tourism for the town of
Angers, President of Destination Angers

6-7 / VERBATIM

Marie Levaux
President of the Fédération Nationale des
Producteurs de l'Horticulture et des Pépinières

8-9 / THE SECTOR IN FIGURES

10 / EXPERT VIEW

Brand Wagenaar,
Expert analyst in the horticultural sector

11 / THE PLANT REGION

Maine et Loire / Angers

12 / FOCUS ON CONSUMER TRENDS

Expert overview by Manuel Rucar,
Cabinet Chlorosphère

13-28 / THE PLANT SHOW

14 / A WORD

Thierry Browaey,
President of the Plant Show

15-16 / THE SHOW'S PROMISE

17 / PROGRAMMATION

18/The Plant Heart

19/Retail Focus

20/Concours Innovert

21/Dedicated areas

22/Forum

23/Conferences

24 / THE APPLICATION

25 / A BROADMINDED SHOW

26/ Programme dedicated to those passionate
about plants

27 / CONTRIBUTORS

28 / PRACTICAL INFO



« ANGERS

LABORATORY FOR THE PLANTS OF THE FUTURE »



MATHILDE FAYRE D'ANNE

Adjointe for Rayonnement and Tourism for the town of Angers,
President of Destination Angers

Angers is under the plant production spotlight more than ever in 2022.

Elected 1st town in France for quality of life in the latest 2022 awards and 1st green town in France in 2020⁽¹⁾, Angers is now recognised as being among « Tree Cities of the World »⁽²⁾ the United Nations Organisation for Food and Agriculture. We are very proud that our town is a member of an elite club for avant-garde towns for the management of their urban tree heritage.

These awards are the fruit of a strong political will and the commitment to environmental matters and climatic transition of the members of the plant production sector. This dynamic that we want and are trying to implant into our region has a name : **Angers Supernature.**

Angers Supernature unites all the strengths that our region has for plant production.

They are numerous : particularly **production**, Whether it is dedicated to our dinner plates, with the diversity of products and flavours and the strength of our gastronomic heritage; or our interiors and our gardens with unequalled know-how in the horticultural and nursery sectors.

Next there is **training and research** with specialist schools, laboratories and a campus. Let's remember that our town is the 1st National Centre for training in the plant production sector.

And of course there is **innovation**, which is a key element for this development, with specialist plant production concours, such as SIVAL Innovation and even Innovert; there is also an exceptional concentration of businesses and know how thanks to the 1st International Center for

competitiveness of plants : Vegepolys Valley.

Historically plant production has always been the beating heart of Angers.

Generator of social links, well-being and «eating well»; a vector for employment that cannot be delocalised, guaranteeing our economic fibre, an entrepreneurial driver, production is both essential and irreplaceable for our town.

It is therefore natural that Angers has become the home of numerous specialist events. Over the years, amongst others, there is the SIVAL, a true showpiece for innovation in specialist crops and that is the link to our plates ; the International Horticultural Congress, which will be an international event revolving around research in specialist crop production.

Finally, I would like to invite you to come and discover **the new Salon du Végétal, with its rethought and innovative format which will take place from the 13th to the 15th September at the Parc des Expositions in Angers.**

I would like to acknowledge the commitment of our partners, the FNPHP, the BHR the VAL'HOR for their pugnacity in the doing the groundwork that is essential for the future of plant production.

At a time when the health crisis is upsetting both our private and professional lives, the Salon du Végétal will be a reflection of renewal. **Innovations, new trends, new uses, new experiences, this latest version will be an invitation to immerse oneself in a new era of plant production.**



(1) Elected 1st town in France for quality of life (2022 awards) / 1st green town in France (Observatoire des villes vertes, 2014-2017-2020)

(2) Award given by the United Nations Organisation for Food and Agriculture/ April 2022

« PLANTS

ESSENTIAL FOR OUR FUTURE



MARIE LEVAUX,

President of the Fédération Nationale
des Producteurs de l'Horticulture et des Pépinières



« **The Plant Show will be taking place from the 13 until the 15 September 2022**, we look forward to meeting you there.

After a year away, and a two year health crisis, the plant world is reinventing itself! Our sector has shown remarkable resilience and we have come through it stronger than ever.

The Salon du Végétal is a sign of our ambition to construct a future where plant production is ever present.

In two years **plants have taken a new dimension in the everyday life of consumers and citizens. They have become essential.**

Essentiel dans nos villes, pour les rendre plus accueillantes et plus «respirables».

Essential in our towns to make them more welcoming and «breathing» easier. Essential in our homes, that have become workplaces over the last two years for many of us. Essential for the economy of regions, because plant production creates employment and added value.

Finally, essential for our lives.

We know that the challenges linked to climate change are compelling us to rethink our habits as consumers and our surroundings.

Plants provide solutions, and above

all make sense. They are no longer just a simple product, they have real value : **the connection with the soil and life, respect, sharing, the future, the source of our resilience.**

The work that we are undertaking with all the members of the profession can be set out under several actions :

Communicate about plants and all their uses ; **highlight** our professions, our know how, our products ; **transmit and share** our values, our passion, our businesses ; **energise** our production ; **re-localise** our production, our know-how in order to give a meaning to the act of consumption...

These priorities are in answer to **a pragmatic vision** : French plant production, shared and accessible to everyone, is rooted in our history, our knowledge and with an aura that has a worldwide reputation.

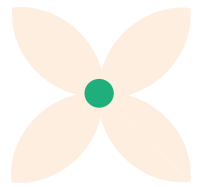
This new Salon du Végétal is at the tip of our ambition.

It will highlight **the collective strength that we deploy within our VALHOR interprofessional group in order to spread the word about plant production of the future.** It is also our capacity to bring plant production alive and to share it with the world that will be transposed on this show by inviting a professional public **to immerse itself in plant production.**

The general public and interested parties are invited to share this adventure around **a plant production that is living, lasting, useful, and that is modern.**

The Salon du Végétal is therefore a rendezvous for renewal.

A renewal that makes sense and provide solutions in order to **imagine a future for essential plant production.»**



VERBATIM

PLANTS

A SECTOR THAT COUNTS



THE FRENCH SECTOR FOR HORTICULTURE, FLOWER PRODUCTION AND LANDSCAPING



52 000
specialist
companies



186 000
jobs



15 BILLION €
turnover



FIGURES

PRODUCTION



2 936
companies



16 581
jobs



1,4 BILLION €
turnover

NURSERIES

- 1 059 companies
- 7 150 jobs

HORTICULTURE

- 1 521 companies
- 8 039 jobs

CUT FLOWERS

- 343 companies
- 1 198 jobs

BULBS

- 13 companies
- 180 jobs

MARKETING



16 672
companies



55 909
jobs



7,5 BILLION €
turnover

RETAIL OUTLETS

Garden Centers

- 1 610 companies
- 20 650 jobs
- 3,1 billion € turnover

Florists

- 13 225 companies
- 26 562 jobs
- 1,6 billion € turnover

Self Service / Agri service

- 1 632 companies
- 5 025 jobs
- 1,8 billion € turnover

WHOLESALE MARKET

- 285 companies
- 2 434 jobs
- 777 million € turnover

LANDSCAPER



31 300
companies



113 450
jobs



6,6 BILLION €
turnover





EXPERT VIEW // BRAND WAGENAAR, EXPERT ANALYST IN THE HORTICULTURAL SECTOR



How important is the French market for foreign buyers ?

Up until today, France has been importing a lot of horticultural products from abroad (917 million euros) and exports little (69 millions €). Since the Covid period, there has been a lot of demand for horticultural products, production hasn't been able to keep up and supply hasn't met demand since 2020.

It is the same for other European countries. The quality, the resistance of French plants, and the varietal characteristics are appreciated beyond our frontiers, notably by our neighbours to the North and to the East...

What is your view of the market and the sector ?

The plant sector and the horticultural market have come out of the last 2 Covid years stronger but are now faced with another problem. With the Russia, the price of energy situation in Ukraine

and has exploded for all European horticulture. A Dutch producer who spent 20 €/m³ on gas in January 2021 is going to spend 120 €/m³ in January 2021. How do you share these costs ? Certain Dutch producers are stopping the production of their cut flowers because of these astronomical costs that they can't share.

Between the price of heating, the absence of labour, the cost of fertiliser, 80% of which is produced in Russia and Ukraine, horticultural production is really suffering.

In the current situation, French production is less fragile than that of other countries because it is able to use alternative energy sources, has a kinder climate, and is made up of smaller structures that are more flexible. We could also mention « an inflationary climate » that is settling in.

READ THE FULL INTERVIEW



MAINE ET LOIRE / ANGERS

REGION OF PLANT PRODUCTION

ANGERS CAPITAL OF PLANT PRODUCTION

- Elected 1st green town of France (2014, 2017, 2020)
- «Tree Cities of the World»
Internationally recognised by the United Nations Organisation for food and agriculture / 2022
- A shared dynamic :
Angers Supernature



1ST TRAINING CENTER for plant production in France

- 3 000 students
- ten establishments
- around one hundred courses



A PLANT CAMPUS

- a unique collection of members
- shared resources in order to encourage collaboration and methods



OBJECTIVE PLANTS

- A programme dedicated to plants that has been uniting local authorities, researchers, training programs and innovation around joint initiatives since 2014.



MAINE ET LOIRE

1ST PLACE NATIONALLY HORTICULTURE AND NURSERIES*



NETWORK

national and international

- **VEGEPOLYS VALLEY**

The centre for competitiveness which has 500 members and has carried out 750 innovative projects since 2005.

- **Office Communautaire des variétés végétales (OCVV)**

- **Plante & Cité**

The national technical centre for green spaces and landscaping that has 600 member structures throughout France.

- **La Maison du Végétal**

SPECIALIST EVENTS

- International Horticultural Congress 2022 (from 14 to 20 August 2022)
- Le Salon du Végétal (from 13 to 15 September 2022)
- Le SIVAL (17 to 19 January 2023)

FOCUS ON CONSUMER TRENDS



E-commerce and delivery / drive services ⁽¹⁾

During the periods of lockdown, purchasers of plant products moved towards ordering online, choosing pickup or doorstep delivery services.

Today, consumers are still choosing them and want to see them continue: 89% for doorstep delivery and 82% for picking up orders placed online.

Committed purchasing⁽²⁾ : 71% of plant product buyers think it is important to buy French produce.

Perceptions and trends (just a few suggestions)

- plant produce remains a unifying factor for the French: a positive impact on lifestyle (attractiveness, calm, well-being, conviviality)⁽³⁾ but also in professional circles (quality of life in the workplace).
- taking environmental impact into account when buying.
- the purchasing experience is important (customer experience/sharing knowledge)⁽⁴⁾
- taking care of plants has become a new activity⁽⁵⁾
- for 4 French out of 10, plants have become more important since the health crisis⁽⁶⁾.

(1)(2)Kantar study for VAL'HOR and France Agrimer - (3)CSA 2011 for FranceAgrimer and VAL'HOR

(4)Euromonitor - (5)Kantar study for VAL'HOR and France Agrimer - (6)VAL'HOR AGM



EXPERT VIEW // MANUEL RUCAR, CHLOROSPHERE

What are the major trends concerning plant consumption ?

Several trends have emerged over the last few years, some linked to the health crisis, others that were already emerging. Concerning logistics, One of the major trends is doorstep delivery. Driven by the development of the marketplace and click & collect from specialist supermarkets, the producers have been driven to put this type of service into place.

The search for authenticity and meaning has equally become a basic trend. As with food, the consumer needs to have a better understanding about the traceability of the products that he is buying.

If the consumer prefers local produce for everyday products, he is also seeking both special and rare plants. The increasing demand for obscure plants in garden centres is driving the market upwards. This is also the reason that online shopping is growing rapidly. Whatever the consumer is unable to find close to home, he will go online to find it , regardless of price or origin.

Concerning the garden , one of the major trends is the return to nature and to rusticity.

This theme is prized by the consumer seeking,

like nature preserved even Edenthat maintains biodiversity in the garden making it a haven for well-being.

It is a trend that we are seeing in the cut-flower market, requests for bouquets, or rather bunches of flowers that are more rustic and wild, with pastel colours. Dried flowers are becoming very popular in the world of decoration.

Advice for the sector ?

Today the sector needs to look at what is less traditional. We are seeing the emergence «concept stores» which of are far removed from garden center, **inspired by the different decorative inspirations in a universe where different objects are linked to plants : it is no longer a profession, but a world of style.**

Let's remember that the younger generation who favour this world of decoration drive the market upwards (the under 40s make up 46% of the consumers all sectors included), a potential that is underestimated by our sector.

SALON DU VÉGÉTAL

INNOVATE - PROMOTE - DEVELOP - COLLABORATE
DISCUSS - DISCOVER - INSPIRE - TRANSMIT



THIERRY BROWAEYS,

President of the Bureau Horticole Régional and of the Salon du Végétal

« ENTER INTO A NEW ERA FOR PLANTS »



From the 13 to the 15 September, at the Parc des Expositions in Angers, there will be an inspiring, committed and innovative Plant Show taking place where professionals and also passionate amateurs are invited to come and experience a new plant era. If the renewal of the sector had already started before the crisis, the latter has highlighted the need for plants in our everyday life. Faced with new consumer demand, the members of the sector are reinventing themselves in order to offer a form of plant production that is both essential for the region and for mankind.

« MAKE SENSE AGAIN »

Sense guides our decisions, whether it is the act of purchasing, but also the commitment that we put into our actions (private and professional). It can be varied: focusing on questions about the environment, humanity, economics...

The new Plant Show has focused on two major themes that underline these values and drive plant production

forwards, a plant production that is essential.

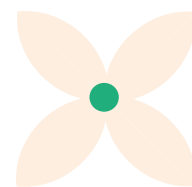
- Plant production serves the region, with all its positive benefits
- Plant production serving mankind, a source of well-being

The fact that it makes sense will encourage the younger generation into the plant production profession.

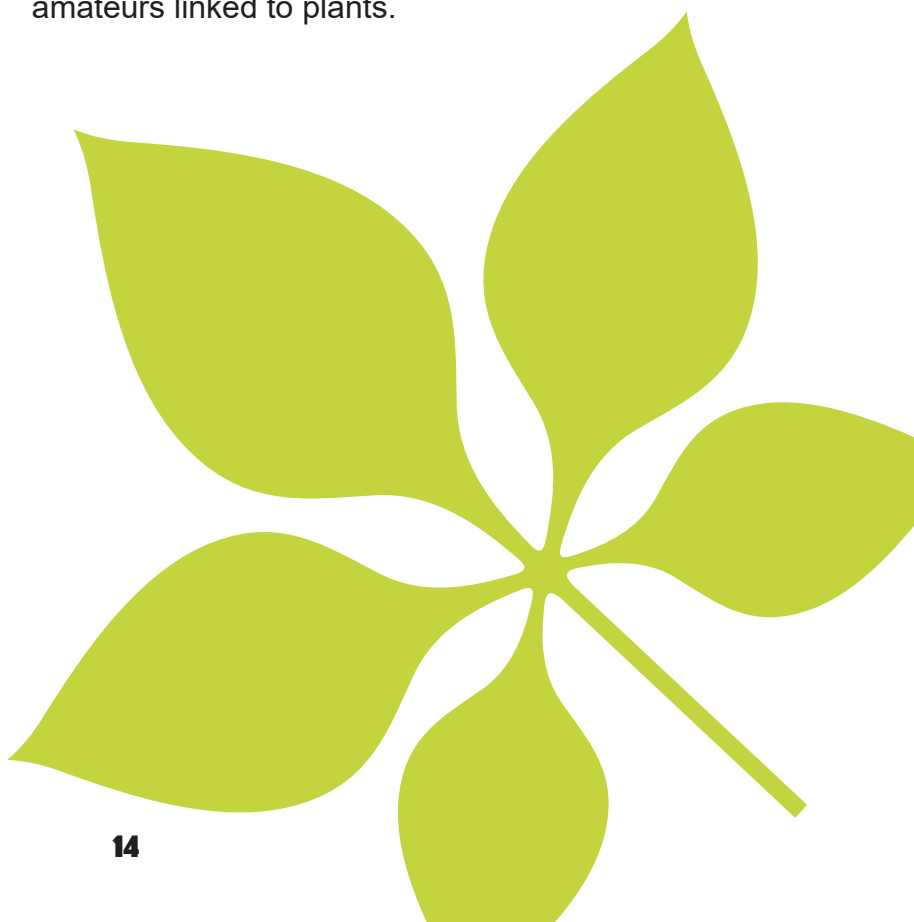
« CONSTRUCT THE FUTURE »

The Plant Show will also be an event where the sector's members can meet up again. After Végétal Connect in September 2021 which enabled professionals to stay in touch during the crisis, the Show is committed to reunite all the sector's members that are committed to the plant production of future.

We will therefore be pleased to see you at the new Plant Show, a Show that will be inspiring, unifying and open to all the professionals and passionate amateurs linked to plants.



A
W
O
R
D



MARKETING

- **A professional zone**
> professionnels / members of the sector
- **A shared zone**
> professionnels / members of the sector & general public

IMMERSION

- **Plant Heart**
> marketplace
> garden scenes

INSPIRING

- **Jardin Pixel**
- **Greenhouse By VAL'HOR**
(conferences, round tables)
- **Employment area/training**
 - **Concours Innovert**
 - **Bookshop**

UNIFYING

- **A professional evening**
> conviviality, discussion
- **Afterwork Love Plants**
> Sharing collections, trends with the general public

OPEN

- **Professionals**
- **General public**
In the mixed area and during Afterwork Plants

THE SHOW'S PROMISE



AIM 250
exhibitors

84%*
french
exhibitors

16%*
international
exhibitors

41%*
of the exhibitors from the plant
production sector (of which
29% finished plants, 12%
young plants, new plant
AIM 250 varieties and seeds)

*Proportion based on inscriptions

29%*
suppliers of equipment for the sale
and presentation of plants

10%*
suppliers of
support services

9%*
wholesalers
groups

11%*
institutions
training

WHO IS EXHIBITING ?

- **producers and sellers of plants**
- **plant breeders, seed producers and producers** of young plants
- **distribution networks, garden centres** franchised and independent
- **equipment suppliers**, machines and inputs for the sale and presentation of plants
- **the sectors organisations** and training courses
- **suppliers** of support services

WHO IS INTERESTED ?

- **independent landscapers** : gardeners, designers, urbanists, developers, contractors for amusement parks...
- **councils and local authorities** : managers, presenters, operators, stakeholders
- **distribution** : specialist distribution , GMS, GSA, GSB, e-commerce, florists, direct sales...
- **passionate amateurs** : informed consumers, gardening clubs, influencers...
- **the industry** : buyers of plant products

A PROFESSIONAL SHOW OPEN TO EVERYONE

FOR THE PROFESSIONALS

The Plant Show is a professional show. The sector's members have access to the whole show area and can exhibit in the show's two zones (professional and mixed).

However the exhibitors wishing to target professionals alone will be placed in the professional zone (inaccessible to the general public).

Professionals > will have full access to the show and its contents.



OPEN TO EVERYONE

Being open to the general public is a new feature of the Plant Show and emphasises the need for the profession to create links with the consumer.

It also enables those passionate about gardening to discover the know-how of professionals and to be immersed in the latest trends and those to come.

General public > Access to the mixed area and to afterwork Love Plants.



THE SHOW PROGRAM





PLANT HEART

The Plant Heart is a centrepiece of the show. **Situated in the mixed zone, it is accessible for professionals and the general public.**

This area is laid out like the centre of a village, animated or calm depending on the time, intended to attract and **to encourage discussion and sharing**. It is also a place where **one is immersed** in the knowledge and offerings of the sector's members. Finally, it is a place **for inspiration around the best practices and trends linked to plants**.

2 PRINCIPAL THEMES OF THE SHOW

- **Plants having a positive effect on the region.**

Plants that provide an answer for climate change, aiding biodiversity and the environment.

- **Plants helping mankind, the source of well-being.**

Ornamental plants, nourishing, therapeutic.

THE PLANT HEART WELCOMES

- **A MARKETPLACE**

Created using the products of our exhibiting producers

- To sublime the exhibitor's plants
- To explain and identify their uses

This actual marketplace also has a digital application to maximise the experience.

- **GARDEN SCENES**

Created by our partners and our sponsors

- To demonstrate the sectors know how
- To inspire best practice
- To encourage it as a vocation

- **THE FORUM & RETAIL FOCUS**

Consumer trends, competitiveness, practices...in the form of short presentations, the forum will shed light on varied subjects thanks to expert speakers.

- *Find out more about the forum's program page 19*

The Forum will also be hosting the **Retail focus** with, notably, the Master Class by Choros phère, specialist in trends.

- *Find the Retail focus page 18*

- **THE INNOVERT CONCOURS**

Discover the Concours nominees and prizewinners.

RETAIL FOCUS

AT THE PLANT HEART

The Retail focus enables visitors to find answers concerning the offer available to consumers and to have discussions with experts about the evolutions and major plant trends.



This presentation will take the form of a discussion with the participants.

Inscription

> scan the QRCode

STUDY RESULTS & SHOW

What are the best practices for presenting a plant offer to new consumers ? What are the key features ? What are the consumer benefits ? And how should the plant section be organised ?

// The visitors will be able to see a giant **infography** presenting the results of a 2022 study into consumer perception of plant distribution (Forum area).

> Study carried out from June to August 2022 by the trend consultants Chlorosphère and their partner professions.

Buyers or suppliers will find the keys to seducing the consumer who is looking at plants from a different angle, or trend, and who has broken away from the sometimes dissuasive aspect of growing something living, more efficiently.

MASTER CLASS

How to have a better discussion with the consumer about permaculture ? Gardening without watering ? Nectar bearing plants ? Ornamental or food producing gardens ? Plants made in France and the « urban jungle » phenomenon ?

// A Master Class will take place each day in the forum area to discover via words and images explanations concerning this new segment of the plant offering.

WHITE BOOK

A white book on the «New sections of plant ranges at the point of sale» can be downloaded via the show's application.

Discover the interview with Manuel Rucar, of Chlorosphère Consultants about the Focus Retail presentation.





ABOUT THE PLANT HEART



Dedicated to businesses in the plant sector and supported by VAL'HOR, the Concours Innovert rewards varieties, products, equipment, and innovative services conceived for the plant sector. This year 35 projects have been inscribed and will be studied during the 1st

selection committee meeting on the 1st June 2022.

4 CATEGORIES

Category A // Plants - Horticulture

Cut flowers, indoor plants, bedding plants, flowering plants, aromatic plants, vegetable plants, bulbs, seeds, perennial plants.

Category B // Plants – Nursery

Tree, shrub, climbing plants, perennial plants.

Category C // Products & services for the commercialisation and/or the use of plants

Supplies and equipment, support services and concept marketing, packaging, digital...

Category D // Products, services, tools for landscaping

Landscaping, equipment and surfacing, equipment and machinery, service, products for maintenance and treatment...

The key dates for the Concours Innovert :

- Thursday 5 May > Closing date for inscriptions
- Wednesday 1 June: selection committee
- Thursday 30 June: final jury
- At the show : prize award ceremony

Discover the winners

SUPPORTED BY





THE DEDICATED AREA



THE PIXEL GARDEN

A strategic area for sourcing and inspiration, the Pixel Garden presents upstream plant products (seeds, new varieties, young plants) using flower planters. Novel ranges and varieties can be found there.



YOUNG SHOOTS AREA

An area dedicated to young businesses wanting new solutions to the plant market. Equally, there will be an area for making sales pitches.



DELEGATIONS

The show will be welcoming a delegation of European buyers. Some influencers in the plant sector are also expected.



EMPLOYMENT & TRAINING

This area is intended for all stakeholders in employment: training organisations and support, recruiters, candidates...

- **A workshop programme**
- to learn in small groups and to talk about the best practices with several themes, aimed at recruiters and candidates (to draw up an employment offer, to sell one's business to a job candidate).
- **A daily rendezvous at the show for company pitching**, where recruiting companies can sell their activity and their offer(s).
- **Employment offers** will be accessible at the show and using the application.
- **The morning CNPH**
«How to put an employer brand into place ?»
- **Experiences**
Reconversion / excellence in the plant sector.

In partnership with





FORUM

ON THE PLANT HEART

PROGRAMME

Programme in the process of being finalised



- **Master Class**

Return of study with discussion

Cabinet Chlorosphère (See page 19 for more detail)

- **What factors explain cooperation in horticulture ?**

Cycle by SIVAL / Technique et mode de production

Results of the study, carried out by Ngoc-Thao NOET, Doctorante Université d'Angers

- **Growing with intellectual property**

Fabrice Vié, INPI

- **Cohabiting between root networks and VRD**

Plante & Cité



- **Practices for the design and management of shrub areas**

Plante & Cité

- **Return of the Learning expedition study**

« Agriculture and plants in towns » carried out by IHC 2022.

V. Tosser, Chargée de mission végétal urbain

VEGEPOLYS VALLEY

- **History of a best-seller ?**

From varietal creation to success in the garden ?

The role of the editor.

Sapho



- **Presentation of the results of the competitive overview**

FranceAgrimer

CONFERENCES • WORKSHOPS & ROUNDTABLES

- What plant, plants for tomorrow ?
- How to transmit and make the plant heritage better understood ?
- What (new) uses, what place for plants ?
- Which market(s), which circuit(s) for distribution ?
- Which treatment(s), which practice(s) for our regions ?
- Plants as a source of inspiration in a discipline...

All these questions will find answers in the Forum's conferences and discussions at the show.

// CONFERENCES

FROM THE GLASS HOUSE

(SUPPORTED BY VAL 'HOR)

- **Presentation of trends 2024/2025**

Cabinet Chlorosphère

- **Water and plants rescuing our towns**

Cabinet Takahé Conseil

- **Trees at any price**

Jacques Soignon

- **Face health challenges with a therapeutic garden**

Romane Glotain, Le Jardin des Maux passants

- **How to put an employer brand into place ?**

Matinales CNPH

- **Technical morning**

Digital and connected horticulture

Cycle BY SIVAL / Techniques and means of production

Astredhor

EVERY DAY

- **A tribune, an important speaker**

Architect, designer, author...

They get their inspiration from plants.

- **Visit to the garden scenes at the Plant Heart**

// ROUNDTABLES

- Explanations and shared experiences with members involved in **labels and certification**

Excellence Végétale

- Explanations and discussions with the producers involved in « **Végétal Local** » brand

Plante et Cité

// CAREERS – EMPLOYMENT

PEOPLE « RECRUIT, LOYALTY, TRANSMIT »

See the programme details on page 22

SOCIAL EVENING

Tuesday 13 September / 19.00 PM

Meet up, continue your discussions in a friendly atmosphere

- **The evening will be opened by a forwardlooking conference.**

// Carine Dartiguepeyrou, forecaster, conference speaker, Doctor in political science

Her career has been spent in France and abroad advising on strategy and outlook, to leaders in the private and public sectors..

« Future is already here ». Why anticipate ?

What is the outlook, and why is it useful ?

- *What world trends are expected for 2040 ?*

Demographic, technological, political, economic, environmental variables

- *Using these forecasts, work based on 3 scenarios in the plant sector will be presented, followed by a discussion.*

A MULTIFUNCTIONAL APPLICATION FOR AN IMPROVED EXPERIENCE

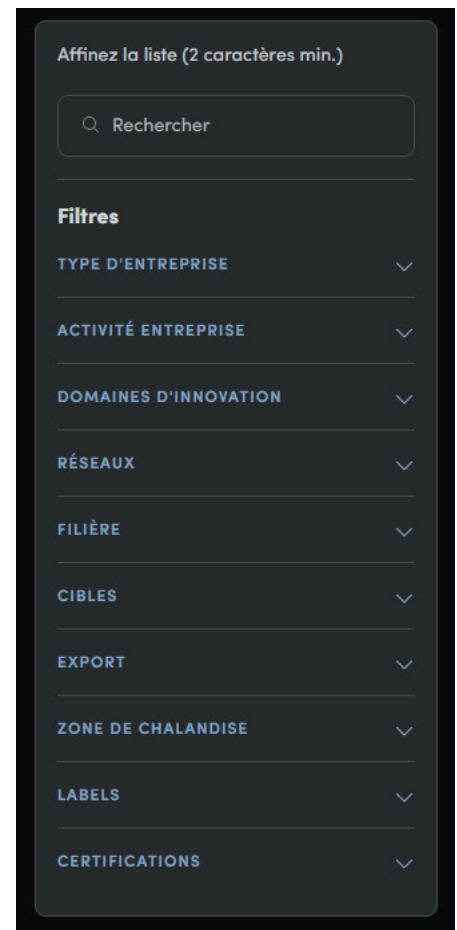
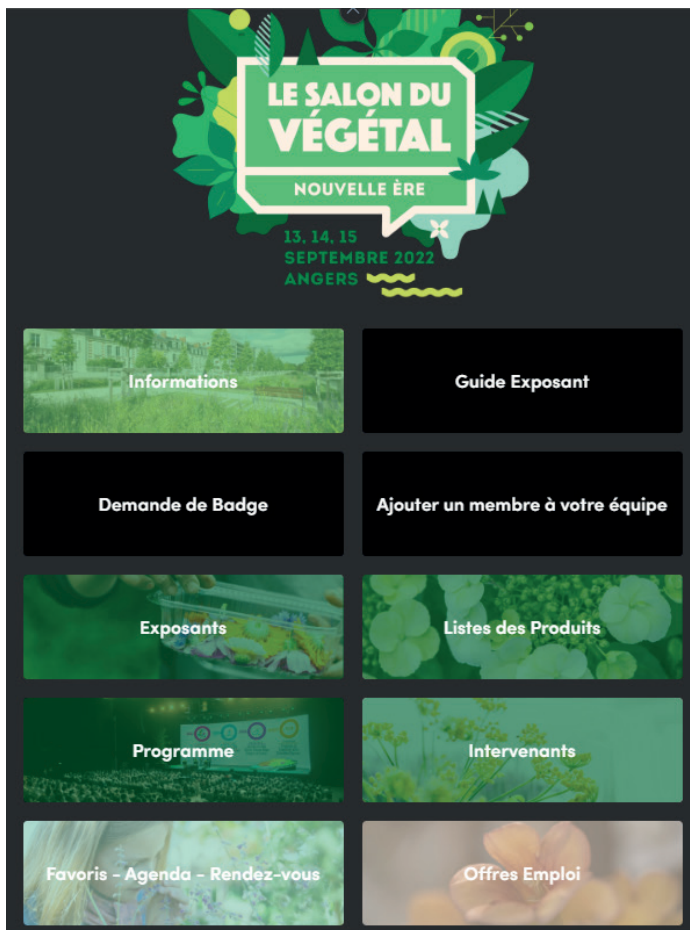
The plant show has a multifunctional application :

- the list of all the speakers and the conference program.
- the list of all the exhibitors with a detailed description
- the products highlighted by all the exhibitors.
- the application will enable the products from the Marketplace at the Plant Heart and Pixel Garden to be viewed online

- a page with job offers

- the possibility to arrange appointments before, during and after the show in order to prepare one's visit and to confirm contacts.

The application has a multi-criteria search engine in order to facilitate product/company searches.



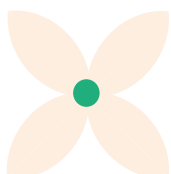
AN OPEN SHOW THAT UNITES





UNIFYING PLANTS

A PROGRAMME DEDICATED TO PLANT LOVERS



Plants are unifying, which is why the Plant Show will also **be open to the general public**. Keen amateur gardeners and plant lovers will find areas and events within the mixed zone that are aimed at them in order to discover the **latest trends**, **to be inspired and to provide the possibility of having discussions with professionals in the mixed zone**.

1

THE PLANT HEART

At the heart of the mixed zone the area has been arranged using scenography techniques so that the general public can discover the latest trends, innovations and plant uses.

- **A MARKETPLACE**

To find out more about the members of the plant sector's products and to be inspired by the different uses presented.

- **GARDEN SCENES**

The professionals will be doing their best to exhibit their knowledge and practices here. And perhaps even inspire vocations...

- **THE FORUM & RETAIL FOCUS**

A real area for the discovery of trends, the forum and the retail focus which will enable private individuals to find out more and talk with experts in the sector.

- **THE CONCOURS INNOVERT**

Inspiring and innovating, this area will demonstrate the sector's dynamism.

- *Find out more about the mixed area of the Plant Heart on page 17*

Access to the full professional offer in the mixed zone.

2

To discuss practices, discover garden trends, decoration and other uses, participate in demonstrations...

FRENCH FLOWER TRAIL

3



In partnership with Excellence Végétale, the Salon du Végétal has created an educational trail for the discovery of everything to do with the brand

4

AFTERWORK VEGETAL

**EXHIBITIONS • SALES
ADVICE • DEMONSTRATIONS**
Thursday, 15 September
from 16h to 20h

For its 1st edition, Afterwork Plants will be one of the show's highlights, with the aim of unifying professionals and the general public around the plant experience in a convivial atmosphere.

This rendezvous will provide a basis for concrete discussions between professionals and amateurs and shed light on plant uses. For the professionals it will provide the opportunity to receive feedback concerning the user's true expectations. For keen amateur gardeners – plant lovers this afterwork will be a source of practical advice and the discovery of the full offering, the latest trends and innovations in the sector.

ACCESS TO THE GENERAL PUBLIC

Afterwork included / Thursday 15 September

WITH CONTRIBUTIONS FROM



AN EVENT



SUPPORTED BY



A BRAND



SUPPORTED BY

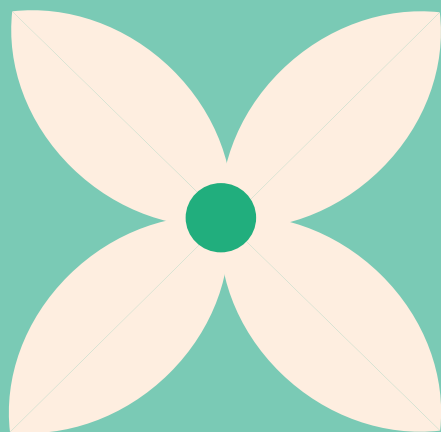


WITH CONTRIBUTIONS FROM



And all the other members of the contribution committee

ALDEV, APECITA, ARFHO, CAMPUS DE POUILLE, CCI D'ANGERS, INRAE PAYS DE LA LOIRE, CHAMBRE D'AGRICULTURE 49, CNPH – PIVERDIERE, CNVVF, COORDINATION RURALE, DIRECTION DES PARCS, JARDINS ET PAYSAGE VILLE ANGERS, ESA, FFP, FGFP, FFAF, FLORALISA, FRANCEAGRIMER, GEVES, HORTIS, HPF CONSEILS, ITEPMAI, JARDINERIE ET ANIMALERIE DE FRANCE, LYCEE LE FRESNE, MINISTERE DE L'AGRICULTURE, NANTES TERRE ATLANTIQUE, OCVV, PLANTE ET CITE, POLLENIZ, SEMAE, SFG, UNEP, UNION FRANCAISE DES SEMENCIERS.



PRACTICAL INFO

//THE SHOW'S OPENING HOURS

- TUESDAY 13, WEDNESDAY 14 : FROM 9H00 TO 18H00
 - THURSDAY 15 : FROM 9H00 TO 17H00 + AFTER WORK FROM 16H00 TO 20H00
- // OPENING AT 8H FOR JOURNALISTS AND EXHIBITORS, PRESENTATION OF BADGES OBLIGATORY

//TARIFS

- FREE FOR PROFESSIONALS
- 5 EUROS / DAY FOR PRIVATE INDIVID

//PRESS CONTACT

L'AGENCE VACHE / ANAELLE MARIE
06 83 37 21 11 • ANAELLE.MARIE@AGENCEFLS.FR

FOLLOW THE SALON DU VÉGÉTAL



WWW.SALONDUVEGETAL.COM

Porté par

