



ANGERS - FRANCE
PARC DES EXPOSITIONS
MONDAY 26 SEPTEMBER 2022



SALON DU VÉGÉTAL 2022 : A MUCH APPRECIATED NEW FORMULA

The Salon du Végétal closed on Thursday, after an edition that was highly praised by the sector and its members. Organised by Destination Angers in close collaboration with BHR and VERDIR, and with major backing from VALHOR and the regions, and closely linked to the sectors members, the Salon had a new look from the 13th to 15th September at the Parc des Expositions in Angers. **It's modified format not only won over the 253 exhibitors present, but also the 8000 visitors who came to absorb and be inspired by this concentration of plants.**

Quality visitors

8 000 ! The number of visitors who registered for entrance to this re-worked show. Already a great success on the basis of the quantity, **it was even more so on the basis of quality with such a wide variety of visitors, enabling targeted discussions that were rich and productive** : professionals from the distribution sector (general and specialist), landscape gardeners, local authorities, producers, students, keen amateur gardeners... They were all present for this unmissable plant show.

A show for prospection

One of the strengths of this latest edition was the quality of the content offered. **With more than 60**

presentations in 4 different areas, the Salon du Végétal has shown itself to be a source of solutions in order to meet the challenges facing the sector. This theme for prospection is essential in order to ensure the future of businesses. Climate, environment, new consumer trends, market trends, taste for plants, transmission of knowledge,... all these themes have provided food for thought in order to be able to cope with the future together.

A committed sector

The strength of the sector's commitment was evident at the show.

The exhibitors managed to present an exceptional offer, with a will to show and demonstrate the strengths and the different uses of plants.

The unrelenting commitment of project holders and the show's partners must be recognised. VALHOR, VERDIR, BHR, Astredhor, Vegepolys Valley, Plante et Cité... as well as all the committee members : **they all managed to demonstrate the importance of plants, throughout all the sectors different branches.**

Finally, the dynamism of the sector around Angers, The Plant Capital, reinforced this event, in order to aid the members of the plant sector.

Plants highlighted

Under its new format, the Salon du Végétal rose to the challenge. A feature of this new formula, **the Coeur Végétal, was a real crossroads at the show, meeting its expectations by demonstrating how important plants are to mankind and the region.**

Educational, interactive and militant, the Coeur Végétal, animated by a collection of participants succeeded in demonstrating the sectors know how and the positive contribution that plants make, notably through the marketplace and garden scenes.

Resolutely open to the general public, the show equally succeeded in offering a formula that allowed keen amateur gardeners, the general public and professionals to meet.

United and welcoming

Despite the general situation that is making it difficult for the sector, the pleasure of meeting up was noticeable, as was the combined strength. The Salon du Végétal took place in a warm, friendly and calm atmosphere, **with a combined will for everybody to prepare for the future together.**

The Salon du végétal of the future

The Salon du Végétal will return in September 2024 at the Parc des Expositions in Angers for a new edition. Between now and then, **Végétal Connect - 2nd edition, awaits all the professionals in the sector on 14 September 2023, at the Centre de Congrès in Angers**, for a new day, of prospection.



THE SALON DU VÉGÉTAL IN PICTURES

Tuesday 13 september

[>>> download the video](#)

Wednesday 14 september

[>>> download the video](#)



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ANGERS SUPERNATURE

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>>> Angers, the 1st green town in France. The union nationale des entreprises du paysage confirmed it in 2020. This award like the numerous people that praise the lifestyle around Angers reveals a well founded reality in local history. Angers, "plant capital", revolves around several themes that define « **Angers Supernature** ».

Its objectives : to make known, and to recognise the region and unite the positive energy, whether it's professional or amateur, individual or groups, to aid the preservation of the National Heritage and nature in the town. Numerous occasions were programmed during the Salon du Végétal.

Un évènement

Porté par

Une marque du

Soutenu par

