

ANGERS - FRANCE
PARC DES EXPOSITIONS
27 FEBRUARY 2024

THE SALON DU VÉGÉTAL 2024

RENDEZVOUS ON THE 10TH, 11TH AND 12TH OF SEPTEMBER IN ANGERS

After the « New Era » first edition in Angers in 2022, the Salon du Végétal, which is held every 2 years, alternating with the Journée Pro Végétal Connect event, will be back **on the 10, 11 and 12 September 2024 at the Parc des Expositions in Angers.**

A real source of inspiration and sourcing, the Salon du Végétal is fast becoming an **unmissable event for in-depth discussions**, meetings and adding value for both French and foreign professionals.

The show will be putting plants at the centre of **societal challenges** over its 3 days in Angers, capital of plant production. It will be inviting exhibitors and professional visitors to come and look at plant production of both today and the future, its uses, its trends and its know-how for production, landscaping concepts, commercialisation...

Open to the general public in 2022, the 2024, edition will be reserved uniquely for professional producers, users and advisers in plant production..

The Salon du Végétal is also committed to a proactive dynamic concerning fundamental and interlinked subjects, such as climatic transition, management of water resources and even the attractiveness of the different professions. This emulation is the product of a joint effort between its members and the

community, committed to plant production, and united within a structured and active sector made up of businesses, the inter-profession, research and training organisations...

What can you expect at the Salon du Végétal 2024 ?

● A plant core

The show will be renewing its « **Plant core** ». This emblematic area, specially laid out and decorated, will be the hub of the show, and it will be the shop window where producers – exhibitors at the show will be able to show off their plants in the marketplace; it will highlight characteristics and product uses, via detailed data sheets that will also be on the show's Internet and mobile application. As a result this layout will enable visitors to have an overview of the full plant offering at the show.

It will also be an area that will highlight the uses and positive contributions of plants around two major themes : **Plants serving mankind/plants serving regions**. Innovations, trends, mini garden scenes, and professional offerings will be interspersed in this area, providing opportunities for inspirational discussions to help explain ecological transition to visitors, aided by concrete examples of plants being used to reach this objective.

The Plant Core is an opportunity to explore and learn about plants and ecosystems, and to commit oneself to a greener future.

● Focus on the plant market and its outlook

The Salon du Végétal aims to be a vector for new trends and reflection concerning the the sector's future. In this context, Manuel Rucar of Chlorosphère, will be proposing **two Masterclasses dedicated to the application of artificial intelligence in the plant sector**. A conference about « trends » will provide the opportunity to present an overview of the market, consumption and commercialisation of plants.

A **White Paper on the consumption of the future**, will regroup consumer profiles. This White Paper will highlight new plant consumer types with the aim of clarifying their expectations, thus enabling visitors and exhibitors to think about their production strategies.

Finally, distribution will also be tackled with the **exhibition of an XXL model that will encourage visitors and exhibitors to enter the garden centre of the future** thanks to the new « RENATURA » model.

● Content that will open our horizons

The show wants to welcome you with a program that has a wealth of conferences and expert speakers.

This is exactly what is required for a future with plants.

● Novelties under preparation

> **A day focusing on French cut flowers** (écosystem, offer...).

> **A « Tree » centre** : hedges, forests, how and with whom to create, manage, save and for what uses and aims ?

L'APPLICATION WEB ET MOBILE

- An exhibitor directory
- A catalogue listing all the equipment, products and key services of the exhibitors
 - BtoB rendezvous making
 - Employment offer catalogue
 - Complete program of conferences and speeches

THE INNOVERT CONCOURS

It will be one of the highlights of the Salon du Végétal !

The Innovert Concours has been rewarding innovations from the sector's businesses, since its creation.

There will be 2 new categories this year. The « varietal innovation » category will be open to non exhibitors.

Expertise will be the key to this new edition with a highly qualified jury and a new selection process.

The Innovert Concours Categories

> Varietal innovation (A)

Seeds, horticultural and nursery plants

> Plant business innovation: marketing concepts for the sale of plants (B)

> Products & services for commercialisation and or/the use of plants (C)

Supplies and equipment, consulting services, marketing concepts, packaging, digital...

> Products, services and landscaping tools (D)

Outdoor landscaping, equipment & surfacing, equipment and tools, services, maintenance products...

The key dates for the Innovert Concours

> Concours opening : Wednesday, 7th February

> Close of registration : Wednesday, 3rd April

> Close of concours : Wednesday 17th April

> Pre-jury : Tuesday 28th May

> Jury : Thursday 28th June

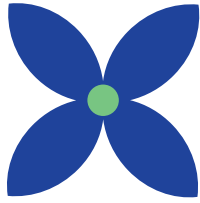
> Prize award ceremony : during the show

WWW.CONCOURS-INNOVERT.COM



**REGISTRATION FOR THE SALON DU VÉGÉTAL
WILL BE OPEN IN APRIL !**

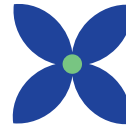
THE SALON DU VÉGÉTAL IN FIGURES SEPTEMBER 2022



**+ THAN
8 000
VISITORS**



**+ THAN
EXHIBITORS
OF WHICH 15% WERE
FOREIGN**



**+ THAN 60
CONFERENCES
FORUMS
WORKSHOPS**

THE SALON DU VÉGÉTAL ON FILM

Tuesday 13 September 2022

[>>> Download the video](#)

Wednesday 14 September 2022

[>>> Download the video](#)



A BRAND **BHR**
Votre expertise végétale



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JOIN THE COMMUNITY



WWW.SALONDUVEGETAL.COM

ANGERS SUPERNATURE

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>>> Angers, the 1st green town in France.

The national union for landscaping companies confirmed it in 2020. This award, as with the numerous others that praise the quality of life in Angers underlines the reality that is embedded in local history.

Angers, "Plant capital", is demonstrated via several themes that summarise the « Angers Supernature » initiative. Its objectives: to promote and to recognise the region, and federate its energy, whether it is professional or amateur, individual or collective, to conserve the heritage and to develop nature in the town.

Un événement

Avec
l'appui de

Soutenu par

