

10, 11, 12  
SEPTEMBER  
2024

ANGERS  
EXHIBITION  
CENTRE



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MILITANT • INNOVATIVE  
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#SALONDUVÉGÉTAL24



# LE SALON DU VÉGÉTAL, A REFERENCE EVENT IN FRANCE AND ABROAD, PROMOTING PLANTS AND THEIR MANY USES.

A highly conducive event for discussing trends, linking supply and demand and proposing solutions for distributing, marketing, developing, promoting and prescribing plants.

## THE SALON DU VÉGÉTAL AT A GLANCE

### A DIVERSE EXHIBITOR OFFER

**PLANT GROWERS AND RETAILERS**  
HORTICULTURE  
NURSERIES  
CUT FLOWERS

**BREEDERS, SEED PRODUCERS AND YOUNG PLANT GROWERS**

**SECTOR AND TRAINING ORGANISATIONS**

**INPUT AND SUBSTRATE SUPPLIERS**

**SUPPLIERS OF PRODUCTS, SERVICES AND SYSTEMS FOR LANDSCAPING**

**PLANT MARKETING PRODUCT AND SERVICE PROVIDERS**

**SUPPORT SERVICE PROVIDERS**

### SHOWCASING INNOVATION

Innovation contest INNOVERT® to discover the new solutions of the plant sector

**VALHOR**  
TOUTES LES FORCES DU VÉGÉTAL

**OFFICIAL PARTNER**

### A RICH CONTENT THAT PROVIDES SOLUTIONS

+ than 60 forums, conferences and workshops in 2022

### UNIQUE THEMED SPACES FOR A 360° EXHIBITION

Le Cœur Végétal, jobs and careers space, Jeunes Pousses space, le pôle Arbre(s)

### CONVIVIAL KEY MOMENTS TO ANIMATE THE SECTOR

Professionnal party, the grande conférence, awards ceremony, launches and notable anniversaries...

### A MEETING PLACE FOR THE PLANT COMMUNITY

Companies, technical and research institutes, training bodies, inter-professional and branch organizations, local authorities, etc...





A fully staged event space in the heart of the salon to discover the many uses of plants through a unique immersive experience.

- **The marketplace:** Take a stroll through the range of plants on offer from the show's exhibitors, with special emphasis on their positive functions and assets.
- **Mini garden scenes:** Discover the layout of planted spaces, in line with current issues and needs (biodiversity, soil protection, nature reserve gardens, health, pleasure, edibles, etc.).

The Coeur Végétal is based on two major themes :

## PLANTS SERVING TERRITORIES, WITH ALL THEIR POSITIVE FEATURES



## PLANTS SERVING PEOPLE, AS A SOURCE OF WELL-BEING

### COMMON THREAD « WATER »



You will also find :

- A forum with interventions by experts
- A networking area and bar
- The library by Horti'doc
- The RENATURA XXL model and its «cut flowers» corner
- The Innovert® innovation area

### EXPLORE RETAIL 2.0 proposed by CHLOROSPHERE

Exclusive exhibition of the 1<sup>st</sup> immersive XXL model of « point of sale of tomorrow » | RENATURA

A conference previewing the trends for 2025/2026

**Two masterclasses**  
« Artificial intelligence (AI), what for ? »

A **white paper** to understand the expectations and behaviours of today's consumers

### THE PÔLE ARBRE(S) : SHARING AND INSPIRING

A themed area dedicated to trees, our shared natural wealth.

A place that brings together players in :

- production
- research
- advice and support

Find out how to choose the right tree and apprehend its crucial role.

### A DAY DEDICATED TO THE FRENCH CUT FLOWER

The Salon du Végétal and VALHOR invite all professionals to a day dedicated to the French cut flower sector.



photo credit : Jeanne Bornet





## DESTINATION ANGERS EVENTS WEB AND MOBILE APP

### PREPARE YOUR VISIT

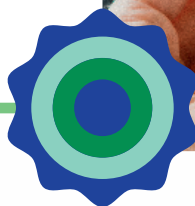
- Exhibitors directory
- Program of conferences, forums and workshops
- List of products and services offered by exhibitors
- Job offers
- Post-event replays

### AN AMPLIFIED EXPERIENCE !

Add the interventions you want to attend to your calendar, save your favourite products, make appointments and chat with other professionals.

### AND MORE !

Explore the sheets of the product on display in the Cœur Végétal marketplace and discover their detailed characteristics: main advantages, exposure, environmental benefits, labels, catchment area, etc.



## DATES AND TIMES

TUESDAY 10TH SEPT. :

**9:00AM TO 6:00PM**

+ Professional party exhibitors  
visitors : **7:00PM TO 11:00PM**

WEDNESDAY 11TH SEPT. :

**9:00AM TO 6:00PM**

THURSDAY 12TH SEPT. :

**9:00AM TO 5:00PM**



### Order your visitor badge

Free access  
for all sector  
professionals

Photo credit : Jeanne Bonnet  
GULFSTREAM COMMUNICATION - RC Nantes B 389 788 993



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