



ANGERS - FRANCE
PARC DES EXPOSITIONS

SALON DU VÉGÉTAL 2024

FOCUS RETAIL 2.0

An unprecedented programme for a better understanding in order to propel yourself into the plant world of the future

On the 10th, 11th and 12th of September the Salon du Végétal will be coming back to Angers, at the Parc des Expositions with the aim of presenting plants via their uses, their innovations, their trends and the different contributions that they make to mankind, the regions and the environment.

In order to construct the future for vegetation, and to make it heard, the faintest signals need to be noticed and the trends that they awaken understood. It is within this context that, for its 2nd edition, the Salon du Végétal called on Manuel Rucar of Cabinet Chlorosphère, specialist in plant trends and initiator of new visions and thoughts about vegetation.

Between the Master Class plenary conference, the White Paper, and the XXL model of the garden centre of the future, Manuel Rucar will be presenting several highlights over the 3 days of the show, whose aim will be to provide the sectors professionals with the keys for understanding, and the inspiration for the construction of the future.

Artificial intelligence(AI), what for ?

It often makes the front pages of magazines, we talk about it a lot, but what can it actually bring to the plant sector and how can it be used?

During the two Master Classes, his question will be tackled from a practical point of view.

Aimed at **producers, designers and distributors**, with prior registration and in groups of a dozen people, **these Master Classes will provide an understanding of the AI tools, their uses and the framework for their use in the plant world.**

From the creation of a « no code » application, to the generation of contextual photorealistic images, and evoking chatbots and the errors to be avoided, these workshops will provide **practical advice** for those who want to use this tool.

Live demonstrations using some conventional tools such as, notably, Photoshop, Firefly, Midjourney, Wix studio and ChatGPT.

Hours and registration methods to be available soon

The 2025 / 2026 trends, a highly anticipated conference

As a preview and available free of charge at the Salon du Végétal, the Cabinet Chlorosphère will be presenting the future plant trends at the plenary conference.

Several themes will be highlighted: consumer perception and expectations, the new uses of gardens, subjects which will make the front page of magazines, new ways of selling using plants, varieties expected in gardens and green spaces... A true overview covering vegetation of the future, featuring the links with the professions and the rhythm of our sector: calendar celebrations, shop mutation, legislation, the ecological evolution of our habitat and our inhabitants.

A real highlight that will be full of information to provide maximum inspiration, ideas and knowledge in order to confront the seasons to come with an idea of what the future holds.

Tuesday 11 September / 17h > 18h / Forum at the Coeur Végétal

A White Paper for a better understanding of consumers

Within an uncertain market context, this White Paper will shed light on the new consumers. Who are they ? What do they consume? What are their expectations ? The key answers for creating development strategies.

When no consumer typology has been shared publicly for over 10 years, the Salon du Végétal will be providing an overview of today's consumer, in order that each business can have a precise vision of the finality of our professions. Following a vast consumer study, both qualitative and quantitative, we are able to estimate the influence of each persona, their habits and their needs in order to draw the necessary conclusions for the future.

At midday each day of the show / Coeur Végétal Forum

The garden centre of the future, total immersion in order to reinvent oneself

It's a first !

The Salon du Végétal will be welcoming the « RENATURA » Garden centre of the future.

Taking the form of a model which will be mixed with digital, visual and reality, the visitors will be able to immerse themselves in a garden centre model that will be presenting innovative ideas in order to rethink and reinvent the current marketing concept throughout the 3 days of the show, particularly in relation to local supply circuits.

Confronted by reduced footfall in classic garden centres, it has become clear that the model, as we know it, has reached maturity. Specialist distribution is still one of the best ambassadors for plant production. What should be done ?

The « Renatura » open source concept is aimed at reinventing the model in order to aid all of the sectors members, by highlighting a multitude of ideas. They will be accompanied by detailed explanations about the different economic models being suggested.

In order to construct this immersive model, a team of visual design artists drew on the techniques of imagineers who design attractions and theme parks all over the world.

It should be enough for you to perceive the garden centre in a different light !



VERBATIM

Manuel Rucar,
Founder of Cabinet Chlorosphère

« We have reached a key moment where specialist distribution needs to reinvent itself, whilst taking into account new demands, but also the opportunities that are opening up to the sectors members.

In order to create a new starting point, we have drawn on a committee that provided its diverse views and expertise in order that nothing should be overlooked. All the information covering current specialist distribution has been considered in order to come up with a « Dream mode » that could be offered if we started again from scratch. It is a theoretical but realistic project that we are making available to everyone during this great event, the Salon du Végétal. »

**REGISTRATION FOR THE SALON DU VÉGÉTAL IS NOW OPEN !
REQUEST YOUR BADGE BY CLICKING HERE**

THE SALON DU VÉGÉTAL 2024

The benchmark trade event in France for plants and their multiple uses



A UNIQUE MEETING POINT FOR THE PLANT TRADE COMMUNITY

+ than 8 000 visitors

300 exhibitors
of whom 15% are foreign
expected



A RICH CONTENT, PURVEYOR OF SOLUTIONS

> + 60 conferences, forums and workshops



THE COEUR VÉGÉTAL

> a unique area with events for inspiration, immersion in, and exploration of the plant world



UNIQUE THEMED AREAS FOR A 360° SHOW

> the Coeur Végétal, the Employment area Professions, the Young Shoot area, the Centre for Trees,...

> two key themes :

- Plants serving the region
- Plants serving mankind



CONVIVIAL MOMENTS TO INVIGORATE THE SECTOR

> Trade evening, conference covering the outlook, Prize award ceremony, launches, notable anniversaries...

THE SALON DU VÉGÉTAL LATEST COMMUNICATIONS

Press release
Save the date
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Press release
Focus Retail 2.0
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Presse contact

L'Agence Vache • Anaëlle MARIE
anaëlle.marie@agencefls.fr • 06 83 37 21 11

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ANGERS SUPERNATURE

EXPLORER, CULTIVER, SAVOURER, VIVRE LE VÉGÉTAL DE DEMAIN

>>> A network of excellence embedded in a benchmark region The Salon du Végétal is one of the events that contributes to the « Angers Supernature », dynamic, whose aim is to publicise and gain recognition for the region's plant identity, federating efforts whether they are professional or public. The « Angers plants » comes alive through :

- The concentration of trade members: businesses, further education and research establishments, networks and institutions
- An ecosystem that is centred around innovation: the synergies encouraged by the « Campus du végétal »
- An unmissable destination for trade members (SIVAL, Salon du Végétal...) as well as the general public (Terra Botanica...)
- An exceptional environment for living : Angers has been named the 1st green town in France since 2014

Un événement

Avec
l'appui de

Soutenu par



angers Loire métropole
communauté urbaine

