

Paysalia

LANDSCAPE, GARDEN
& SPORT EXHIBITION

THE LEADING TRADE
SHOW FOR THE
LANDSCAPING INDUSTRY

NOVEMBER 30
TO DECEMBER 2, 2027
EUREXPO LYON

WWW.PAYSALIA.COM

AN EVENT
greentech⁺

In co-production with
 FFP
Fédération Française
des Entreprises du Paysage

EXHIBITING AT PAYSALIA MEANS REACHING TARGETED VISITORS WHO ARE LEADING PROJECTS AND LOOKING FOR PRACTICAL SOLUTIONS

Paysalia is the leading event for the landscaping industry, offering **a rich and diverse range of products and services, unparalleled visibility in Europe** and **a true business accelerator**, all in a friendly and engaging atmosphere for the entire landscaping, gardening, and sports industry!

Paysalia is a trade show co-organized with UNEP (Union Nationale des Entreprises du Paysage), the only professional organization representing the landscaping industry that is recognized by the government.

UNEP brings together 33,550 landscaping companies dedicated to the creation, maintenance, and design of gardens and landscaped areas





THE INDUSTRY'S MAJOR EVENT

INNOVATION AT THE HEART OF THE SHOW

Get a sneak peek at the latest trends, innovations, and new products in the landscaping market.

A POWERFUL BUSINESS ACCELERATOR

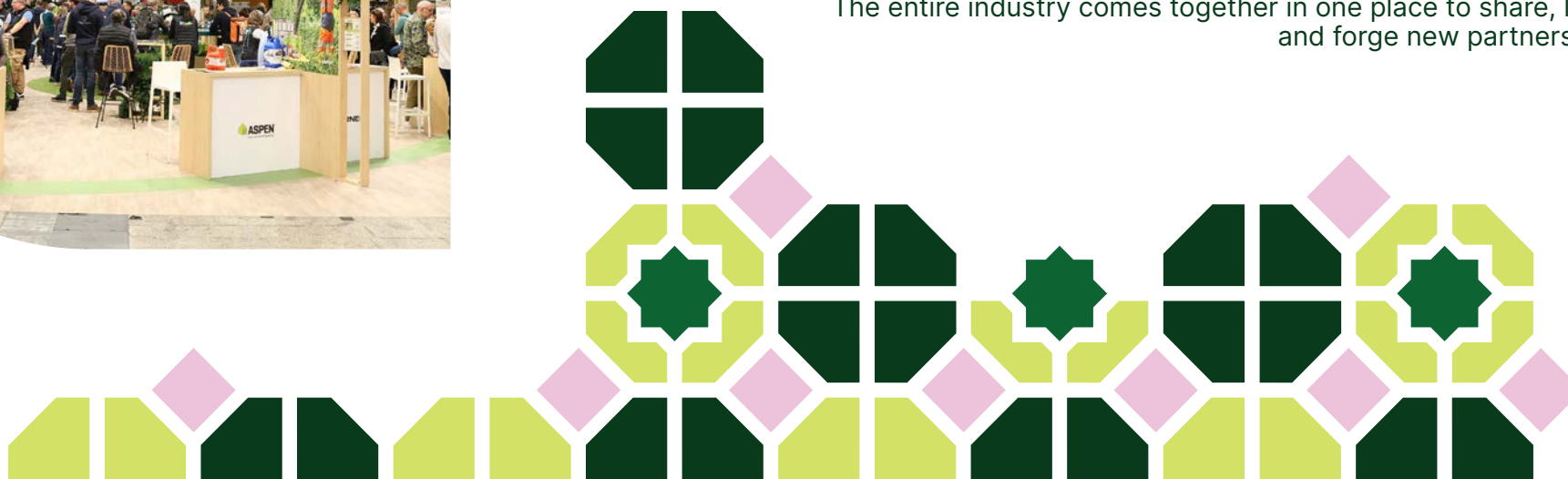
Meet with your clients, partners, and prospects to boost your business and seize new opportunities.

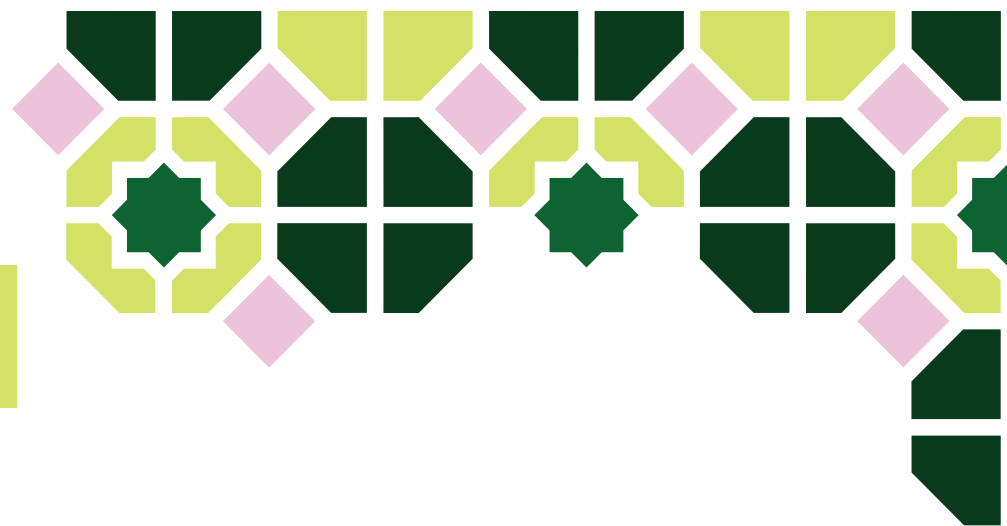
A POWERFUL AND INFLUENTIAL NETWORK

Forge strategic connections with key industry players, both in France and internationally.

THE MAJOR GATHERING FOR PROFESSIONALS

The entire industry comes together in one place to share, learn, and forge new partnerships.





THE LEADING TRADE SHOW FOR AN ENTIRE INDUSTRY

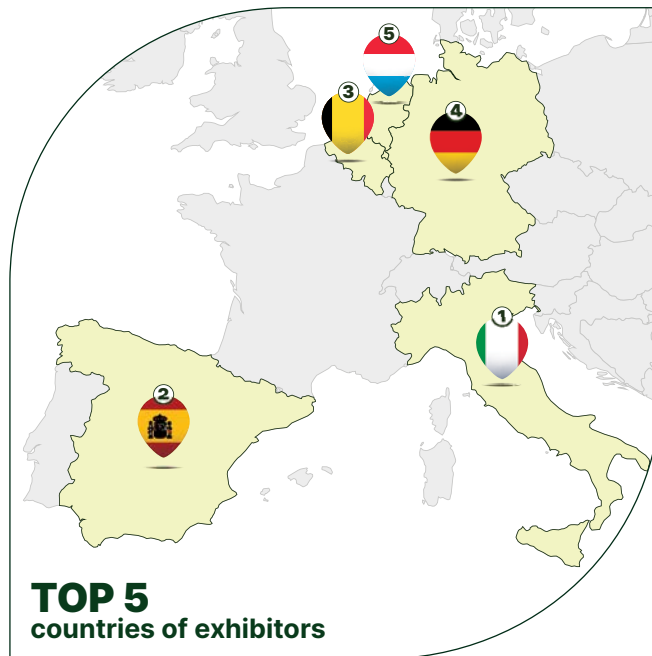
EXHIBITORS

1,019
exhibitors

featuring a total of

1,867
exhibitors
& brands
on display

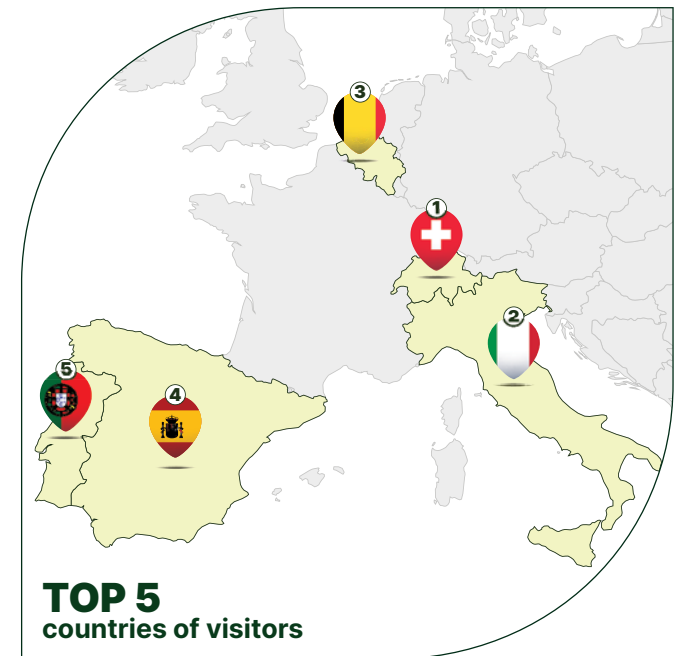
25%
of international
exhibitors



VISITORS

41,500
trade visitors
(+9% vs 2023)

60
countries
represented



90%

of the 2025 exhibitors believe they achieved their goals at the trade show*

80%

found their participation to be cost-effective*

94%

of the 2025 exhibitors say they are satisfied or very satisfied with the quality of the visitors*

* Figures from the 2025 exhibitor survey

A PAYSALIA & ROCALIA SYNERGY ESSENTIAL TO THE INDUSTRY

Organized jointly, the Paysalia and Rocalia trade shows, the leading events for the landscaping and natural stone industries, respectively, aim to **create diverse market opportunities** by bringing together expertise from the worlds of plants and stone.

A LAYOUT DESIGNED FOR EXHIBITORS & VISITORS

FOR THIS NEW EDITION, EXHIBITORS WILL BENEFIT FROM OPTIMAL VISIBILITY, AND VISITORS WILL HAVE TWO WAYS TO EXPLORE PAYSALIA:

- **Themed zones geographically located throughout the exhibition hall**, allowing visitors to find all exhibitors from the same sector gathered in one place.
- **Themed zones organized as guided tours**, with exhibitors spread throughout the exhibition hall and the ability for visitors to easily identify companies within the same theme.

Watering
system
PRESERVING EVERY RESOURCE

Water
wellness
CREATING MOMENTS OF SERENITY

The city
BRINGING SPACES INTO MOTION

The light
REVEALING OUTDOOR SPACES

Tools
OPTIMIZING YOUR PROJECTS

The sports
BRINGING SPACES INTO MOTION

The escape
INSPIRING ESCAPE

Mobility
MOVING ACROSS EVERY TERRAIN

The living
world
GROWING TOMORROW'S NATURE

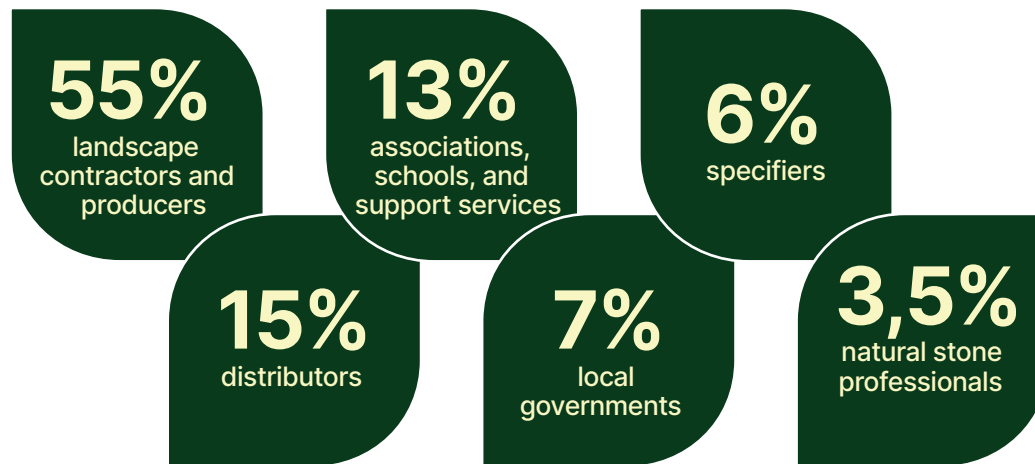
The services
IMAGINING TOMORROW

Structure
and materials
SHAPING OUTDOOR SPACES



MEET THE KEY PLAYERS AND DECISION-MAKERS IN YOUR MARKETS

More than **41,500** qualified professionals from **60 countries** will gather at the Paysalia 2025 trade show.



88% of Paysalia 2025 visitors plan to return in 2027.

WHAT ARE VISITORS LOOKING FOR AT THE TRADE SHOW?*



* Figures from the 2025 visitors survey

INNOVATION AT THE HEART OF THE TRADE SHOW

A CATALYST FOR INNOVATION

The Paysalia Innovations Awards competition returns in 2027 with a jury of industry experts.

A true springboard for visibility, Paysalia highlights the most innovative and promising solutions on the market.

In 2025, 6 winners were selected from among more than 60 entries.



A CONCENTRATE OF NEW PRODUCTS

A central display at the heart of the Place des Lumières, showcasing innovation and new products right at the trade show's entrance, with a hybrid presentation of products in both physical and/or digital formats.

A true strategic showcase to capture the market's attention.

In 2025, 23 new products were presented to industry professionals.



A PLACE FOR REFLECTION AND INSPIRATION

The Agora, right in the heart of the Carré des Jardiniers in Hall 6, will host conferences and expert presentations to analyze the industry's key trends.

A wealth of insights to anticipate market trends and guide decision-making.





HIGHLIGHTS

THEMES ADDRESSING THE INDUSTRY'S NEEDS

Adapting to and taking action on climate change, biodiversity and ecology, greening our cities, employment and training, life and management of company.

GREEN CITY DAY

An event designed entirely for French and international municipalities, with the goal of offering elected officials, local government employees, and urban professionals solutions tailored to their needs.

2,412 visitors expressed interest in Green City Day when they registered in 2025.

27 international speakers (Barcelona, Milan, Turin, Vilnius, Helsinki, Utrecht, Istanbul...) in 2025.

ART OF LIVING/ DECORATION DAY

NEW

A new, unique highlight at the intersection of greenery and design, dedicated to development projects for hospitality and leisure venues (hotels, restaurants and cafés, outdoor facilities, leisure parks, etc.). A day to inspire new ways of using outdoor spaces, enhance the customer experience and design spaces that fully incorporate greenery.

INNOVATION BOOSTER

23 innovations from exhibitors showcased to the entire industry in 2025.



PAYSALIA INNOVATIONS AWARDS

6 nominees showcased to the entire industry in 2025.

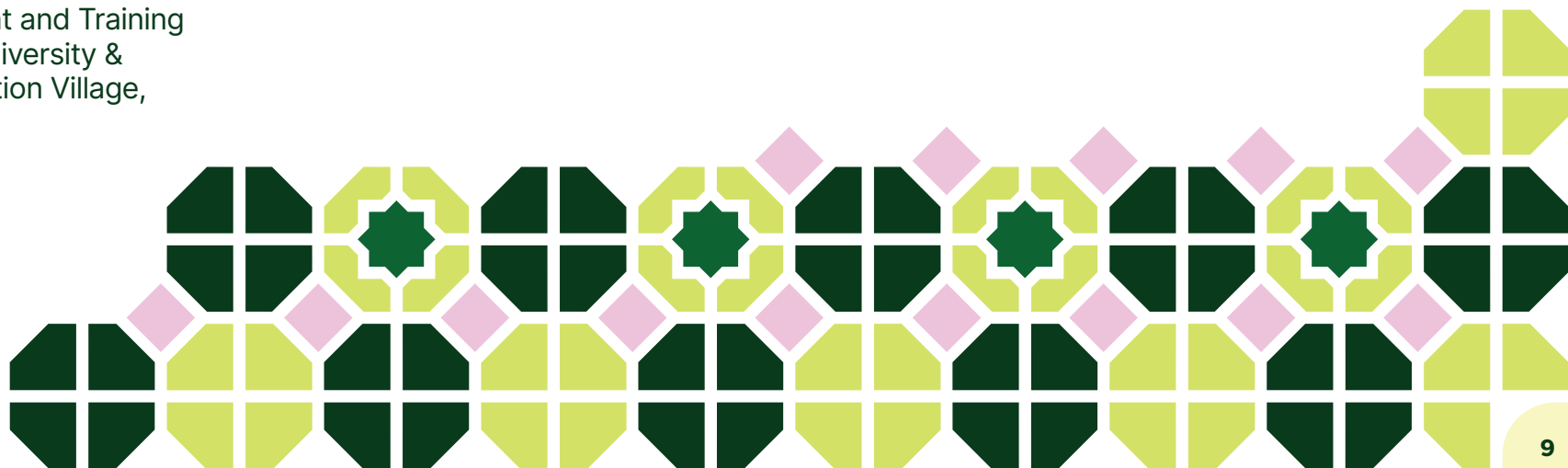
GALA DES SAISONS

A brand-new highlight to be held for the first time at Paysalia, to offer professionals in the sector a host of surprises throughout the event.

Staging and design by Chlorosphère.

THEMED VILLAGES

Spaces designed to meet the needs of professionals: Employment and Training Village, Training Area, Biodiversity & Environment Village, Irrigation Village, Start-up Village...



CARRÉ DES JARDINIERS

The competition for excellence that showcases talent in landscape design

EVERY TWO YEARS, THE CARRÉ DES JARDINIERS HONORS THE BEST LANDSCAPE ARCHITECTS THROUGH A UNIQUE, DEMANDING, AND VISIONARY COMPETITION.

A PRESTIGIOUS EVENT THAT CELEBRATES LANDSCAPE DESIGN, INNOVATION, AND THE EXPERTISE OF A CONSTANTLY EVOLVING PROFESSION.

A COMPETITION UNIQUE IN ITS FORMAT AND AMBITION

Designing and creating a **100-square-meter garden** in December, in just **4 days**, within an exhibition park, under the watchful eye of a jury of professionals, specialized journalists, and artists, this is **the challenge awaiting the four finalists in the 2027 Carré des Jardiniers competition.**

Whether you're a landscape contractor or designer, this is also a unique opportunity to rally your teams around a collaborative project, dare to think outside the box, inspire young people in training, and showcase your talent...

The Carré des Jardiniers honors the individual who has conceived, designed, and created an exceptional garden in accordance with the key values of the landscaping profession: authenticity, boldness, creativity, sustainability, and collaboration... And among the four finalists, only one will be crowned Carré des Jardinier Laureate!



A COMMUNITY OF EXCELLENCE DEDICATED TO LANDSCAPING

In keeping with its commitment to excellence in landscaping, the Carré des Jardiniers has taken a major step forward with the creation of the **Club Carré des Jardiniers**.

The club's goal? **To keep the spirit of the competition alive** beyond the trade show, showcase talent, and strengthen ties within the community.

8 Carré des Jardiniers Laureates

29 members of the Club Carré des Jardiniers.



PAYSALIA ROCALIA CONNECT

The app that supports your business

TAKE ADVANTAGE OF A HIGH-VALUE-ADDED SERVICE TO **OPTIMIZE YOUR PARTICIPATION, VISIBILITY, AND NETWORKING OPPORTUNITIES!**

A web interface and mobile app available to all exhibitors and visitors, designed to facilitate networking before, during, and after the event.

KEY FEATURES

■ BADGE SCANNING

With the Paysalia Rocalia Connect app, scan the badges of visitors you meet at your booth and walk away with qualified leads! Collect, export, and use the data.

■ NETWORKING

Access instant messaging with all participants (exhibitors, visitors, partners).

■ SCHEDULING MEETINGS

Receive or send requests for meetings, which you can then hold via video call on the app or in person at the trade show.

■ VISIBILITY ON THE WEB AND MOBILE APP

Visibility for your company and your brands on the Paysalia Rocalia Connect app. Visibility on the interactive map available through the app.

98,325
connections made

79%
of active users
on the app

A WHOLE TEAM AT YOUR SERVICE

Our team is here to assist you, offer advice, and answer all your questions

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