



ROCALIA

NATURAL STONE EXHIBITION

PRESS RELEASE
MARCH 2021

THIRD EDITION OF ROCALIA
FROM 30TH NOVEMBER
TO 2ND DECEMBER 2021

THE NATURAL STONE TRADE SHOW EMBEDDED IN FRENCH AND EUROPEAN LANDSCAPES

Rocalia, the only natural stone trade show in France, will be held at Eurexpo in Lyon, France, from 30th November to 2nd December 2021. This 3rd edition, co-organized by GI events Exhibitions Operations and Pierre Actual magazine, is the focal point for all natural stone sector professionals and specifiers.

Rocalia is a meeting place where exhibitors (material and product providers, machine manufacturers, toolmakers and service companies) and sector professionals (natural stone workers, installation professionals, architects and landscapers using decorative rocks, decorators, heritage restorers and urban developers) join forces. Everyone active in natural stone meets up in Lyon-Eurexpo at the end of the year to find and develop their businesses and chat with other professionals.

The success of the second edition, in December 2019, which attracted 148 exhibitors, representing 256 brands*, positions Rocalia as the major natural stone sector

trade show in France. Technical innovations, decorative trends and new products will be highlighted not only during discussions on the stands but also during a host of events (demonstrations, conferences, exhibits and technical visits) staged throughout the show. The Jobs and Training village groups together show partners like job centres, training centres and demonstrations by professionals, who will present all the possibilities for training in the sector to promote all the stone trades, assist with recruitment and demonstrate the rise in skill levels. Heritage Restoration, the core business for natural stone, will also be in the forefront during the Heritage theme day.

PROMOTE FRANCE'S NATURAL STONE SECTOR AND RELATED TRADES

Rocalia is the event which accompanies the French natural stone sector and everyone active in it.

In fact, France is currently one of the last major producers of decorative rocks in Europe, a status it must defend and extend.

The show has a wide range of objectives including the promotion of this sector which symbolises French quality and know-how and the development and support of recruitment and training. Rocalia is a stage for all the trades in this ever-modernising sector and for presenting the new skills required to do the jobs.



*And 29,912 visitors attended Rocalia and Paysalia.



MORE SYNERGY WITH PAYSALIA

Rocalia and the benchmark Landscape, Garden and Sport Exhibition Paysalia feature complementary themes which is why they have been staged together for the last three editions. In 2021 this synergy will be developed even further through the complementarity of the exhibits, the topics and the events organised. The idea is to provide visitors – construction and landscaping companies, private developers, public authorities and specifiers) – with a unique global mineral and plant universe.



KEY MOMENTS AT ROCALIA 2021

- **THE ROCALIA FORUM** with conferences and roundtable discussions on a variety of topics related to the natural stone sector
- **THE “BUILDING IN NATURAL STONE IN THE 21ST CENTURY CONTEST”**: Organized by the Syndicat National des Industries de Roches Ornamentales et de Construction (SNROC) (The National union of Decorative Rocks and Construction Industries) and Pierre Actual magazine, this contest will reward recent works carried out in France mainly using natural stone quarried or worked in France.
- **THE “JOBS AND TRAINING” VILLAGE** and its demonstration space.

TOOLS TO ACCELERATE AND FACILITATE CONTACTS BETWEEN PROFESSIONALS

To assist professionals as much as possible, Rocalia will propose, for the first time, sessions mixing face-to-face and digital tools.

A **digital platform** and **an application** will be provided to everyone (exhibitors, visitors and partners) to simplify their contacts at and after the Show. These visit assistance tools will make it possible for participants to find each other, make contact, do business and chat.

salon-rocalia.com



30 NOV.
02 DEC.
2021
EUREXPO LYON
FRANCE

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Associated partner



In partnership with

