

**PAYSALIA**

LANDSCAPE, GARDEN &amp; SPORT EXHIBITION

**ROCALIA**

NATURAL STONE EXHIBITION

# AN OUTSTANDING YEAR WITH RECORD ATTENDANCE FOR THE PAYSALIA AND ROCALIA 2023 SHOWS

Paysalia and Rocalia, the two leading trade shows jointly organised for the landscape and natural stone industries, end on a very positive note. Over the years, these two unifying events have established themselves as a special breath of fresh air for all passionate professionals. This year the turnout was historic with 38,101 visitors and 1,732 exhibitors and brands at Eurexpo Lyon from December 5<sup>th</sup> to 7<sup>th</sup> 2023. This is a sharp increase compared to the 2021 show: 31.93% more visitors and 21% more exhibitors!

## MEETING ALL THE ENTHUSIASTS OF THE SECTOR

The natural generosity and friendliness that reign at **Paysalia and Rocalia have made it difficult to forgo these events** where committed professionals meet up, create new business opportunities, and draw inspiration. They were conceived by Greentech+, the division of GL events Exhibitions that specialises in sustainable development and the ecological transition and were co-constructed in collaboration with the leading figures in the sector, the French landscape companies' association Unep (Paysalia) and Pierre Actual (Rocalia) which **showcase the expertise and excellence of two dynamic sectors every two years.**

Renowned personalities shared their visions of the profession over the course of three days. They supported and embodied issues that are more topical than ever and which were the crux of the discussions and the high points of the shows: water management, greening cities, reuse and the circular economy of natural stone, etc.

**A winning combination for a record 2023 show, with 38,101 visitors at Eurexpo Lyon.**

## KEY FIGURES

**38,101 visitors,**  
which is 31.93% more than in 2021

**6.5% international visitors**  
which is 2 times more than in 2021

**1,732 exhibitors and brands,**  
which is 21% more than in 2021

**70 conferences and workshops**

**124,136 page views**  
on the Paysalia Rocalia Connect mobile application

**60% more contacts**  
made via the mobile application compared to 2021

## COSMOPOLITAN TRADE SHOWS WITH AN INTERNATIONAL FLAIR

The appeal of Paysalia and Rocalia extends beyond France. **International visitors to the 2023 show were twice as many** as in 2021. These ever-increasing numbers confirm the inspirational role of these flagship events for the landscape and natural stone sectors. **There were also several international events** organised to accommodate international exchanges such as the joint conference with the City of Lyon and the City of Turin.

### TOP 10 NATIONS AT PAYSALIA AND ROCALIA

1. SWITZERLAND
2. ITALY
3. BELGIUM
4. SPAIN
5. LUXEMBOURG
6. PORTUGAL
7. GERMANY
8. THE NETHERLANDS
9. THE UNITED KINGDOM
10. CANADA



## INNOVATION TAKES CENTRE STAGE AT THE PAYSALIA AND ROCALIA TRADE SHOWS

With the major changes taking place in the landscape and natural stone industries, it was an obvious choice for the Paysalia and Rocalia teams to devote new facilities and events to innovation. Visitors were able to explore **the new immersive "Innovations Booster" area**, which showcased all the latest developments and innovations in the sector, or attend **the Paysalia Innovations Awards**, a competition organised by Unep and dedicated to the creative solutions and innovative technologies eagerly awaited by the entire profession.

*I would like to thank our partners, without whom these two trade shows would not exist, as well as the entire industry which has shown its trust and commitment to us over the years. We look forward to seeing you December 2<sup>nd</sup> to 4<sup>th</sup> 2025!*

Florence Rousson,  
Greentech+ Divisional Manager

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*The success of this 8<sup>th</sup> Paysalia show exceeded our expectations. In addition to a record attendance, the professionals I met in the aisles were enthusiastic, optimistic, and more eager than ever to exchange ideas. Sharing experiences, which has been central to Unep's activities for 60 years, suffused the entire show, and this was illustrated by the success of the conferences, the biodiversity village, and the new Master Gardener ceremony! This success is proof of the strength of our industry and reinforces its role in finding solutions to the challenges facing society and the environment.*

Laurent Bizot,  
President of Unep and Paysalia

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*For Pierre Actual, Rocalia 2023 was the most dynamic show in the event's history! This was reflected in the number of visitors, the massive presence of French stone professionals, and the ever-efficient synergy with Paysalia.*

Claude Gargi,  
Managing Editor of Pierre Actual

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## A LOOK BACK AT SOME KEY EVENTS



### Launch of Club Carré des Jardiniers



### Antoine de Lavalette crowned Master Gardener 2023



### The 2023 final of the Plant Recognition Competition



### Paysalia Innovation Awards presentation



### Announcement of the results of the "Building in Stone in the XXI<sup>st</sup> Century" competition

#### PRESS CONTACTS

White Mirror agency

**Léa Valleix**

lea.valleix@white-mirror.fr  
+33 (0)7 88 85 41 10

**Anne Chadan**

anne@white-mirror.fr  
+33 (0)6 60 85 98 24

AN EVENT  
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#Paysalia23



In co-production with



#Rocalia23



Associated Partner  
**pierreactual**