



ANGERS - FRANCE
EXHIBITION CENTER
THE 4TH OF JULY 2020

SALON DU VÉGÉTAL : NEW DATES, NEW VERSION

To boost and imagine the future of the horticulture sector

The sanitary crisis impacted strongly the companies of the horticulture sector, and our field needs more than ever to regain visibility in a way to position itself into a new dynamic. In this context, Destination Angers, organizer of the Salon du Vegetal, decided to rethink entirely this meeting.

**A physical tradeshow at the Angers exhibition center postponed in February 2021
A major autumn meeting online in September 2020**

A FIRST 100% DIGITAL MEETING

Caring to help the sector activity recovery, directly from September, the Bureau Horticole Regional and Destination Angers invite all of you for a meeting **100% digital dedicated to the national production**. The event will be set the 14th and 15th of September 2020 and built on two major concepts:

❑ **A space of presentation and exchanges** to analyze the current situation and to look ahead the post-covid activity, with live contents and replays.

❑ **A French vegetal production indexing platform, true commercial lever for next autumn dedicated to the French vegetal production**. This platform allowing top-buyers/prescriptors connection will be

free of charge for all the French producers (upstream and finished products). Material or services providers dedicated to the vegetal field will be present on this platform, through communication packs of visibility and branding (limited in number). This first online meeting will prepare the physical tradeshow of February 2021.

THE MONDAY 8TH AND TUESDAY 9TH OF FEBRUARY, LET'S MEET AT THE ANGERS EXHIBITION CENTER

The Salon du Vegetal will open its gates the 8th and 9th of February 2021 in Angers. The meeting will engage itself in the exchange, the innovations demonstration, and the search of new solutions for the entire sector.

With, as always, **the valorisation of the vegetal and its uses as a guideline**, the Salon du Vegetal, has been reset with a lighter, flexible, and resilient format with a unique shape of participation.

Designed in two days to be the most efficient, the tradeshow will be rearranged and adapted in its shaping to make this annual meeting an event responding to the expectations of forecasting and sustainable development.

Alongside all actors of the field, and especially Val'Hor and Vegepolys Valley, the Salon du Vegetal commits itself to create and strengthen the links between all the professionals of the vegetal market, true necessity in order to boost and imagine the future of tomorrow.



THE VEGETAL PLACE TO BE



PRESSE CONTACT

L'Agence Vache • Anaelle MARIE
anaelle.marie@agencevls.fr • 06 83 37 21 11

www.salonduvegetal.com

JOIN THE COMMUNITY



An event by



The Salon du Végétal - Brand of



FIND ALL THE DESTINATION ANGERS EVENTS

Salon du Végétal - digital meeting the 14th and 15th of September 2020 - The tradeshow at the Angers exhibition center the 8th and 9th of February

SIVAL, the 12th, 13th, and 14th of January 2021

Salon des Vins de Loire, the 1st and 2nd of February 2021

International Horticulture Congress - IHC - from 14th to 20th of August 2022