



Assessment of the 2015 edition – April 2015

Building on the success of this 13th edition of the Journées des Collections Jardin, we are pleased to welcome you back to Marseille from 5th to 7th April 2016.

300 exhibitors and 1,050 buyers came and gathered around trends, innovation and business in the garden sector.

➤ The 'Journées des Collections Jardin' won their bet

Marseille was a first for the Journées des Collections, which were also advanced a month to early April. This choice was a successful bet with events both outdoors in marquees and indoors in the halls of the Chanot exhibition centre.

400 retail chains attended, with new "garden" buyers such as key "pure players" in e-commerce or discount and independent garden centres, DIY chains, hotel operators and swimming pool specialists from the Southern France region of Provence-Alpes Côte d'Azur (up 40% compared to 2014).

A hundred of these buyers took advantage of the Paris-Marseille trip, arranged by the organizing team to attend the exhibition right from the start on Tuesday at 5pm. By the time we got to the "night" event from 7pm to 10pm, the sun was out and there was a superb, friendly atmosphere with discussions taking place both on the stands and in the "village squares", with attendees eating and chatting.

➤ A renewed offer to meet the retail chains' needs

Jean-Luc GARNIER, the Show's Commissioner-General sums up: "The market really appreciated the first Journées des Collections in Marseille, a business meeting-place judged both friendly and professional, with a record satisfaction score, from the buyers' side as well as that of the exhibitors. The buyers had access to a lot of new products. Indeed, **the renewed interest in gardening from the younger generation is leading to a product range renewal in technical gardening accessories.**



The offer was as such completely centred around the product, in the motorized tools and “phyto” sectors for example, where exhibitors were able to meet many buyers in advance of their listing period!”

Of particular note were the Product Commissions organized during the show by several chains including Jardiland and Gamm'Vert.

➤ The Show goes global

We would also like to highlight the Show’s international dimension with over 50% of exhibitors from abroad: it is the ideal opportunity to reach 100% of the French distribution present!

On the visitors’ side, the Italian and Spanish chains turned out in force to discover the French garden scene (17 Spanish and 11 Italians).

➤ The winners of the Garden Innovation Awards are unveiled

On the evening of Tuesday 7th April, the Garden Innovation Awards ceremony rewarded 14 innovative products that were selected by a jury of professionals from over 100 entries.

Many exhibitors took advantage of these Awards to reveal their major innovations, organizing a major launch at the Show; BONKENBURG for example.

And to end the evening, the France 2 TV journalist, Philippe Collignon awarded his special prize to GRILLAGES SCHERTZ for Playgridz. The week before the Show’s opening, the journalist had also previewed a selection of products on his “Télématin” TV show.

Find the full results of LSA Garden Innovation Awards [on our website](#).

➤ The favourite event of the garden sector players ...

The results of this 13th edition are very positive and confirm the attractiveness and usefulness of this undisputed annual gathering. Despite the strike by air traffic controllers during the Show and the move to Marseille, buyers attended in great numbers, so that they could begin their on-site listings work.

Feedback received from buyers was very encouraging, like TRUFFAUT who said: “an organization without reproach and a highly suitable location for the event, with a less “rustic” and more professional atmosphere than previous editions,” or JDEA “a beautiful show under the Marseille sun, with good organization, ease-of-use and effectiveness in appointments.” Finally GEDIMAT is not left out: “Congratulations for the selection of suppliers, product presentation, location ... a lot of contacts.”



Save the date for 2016!

From 5th to 7th April the 'JDC' is back at the Parc Chanot in Marseille.

All information, photos and videos on:

www.journeesdescollections.com

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