

**From 5th to 7th April 2016**  
**Marseille Chanot - France**  
*The leading French show for garden professionals*

Building on the success of this 14th 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 will attend 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 Collection last year**, 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).

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 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.**

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

### The favourite event of the garden sector players

**The results** confirm the attractiveness and usefulness of this undisputed annual gathering.

**Feedback received from buyers was very encouraging**, like TRUFFAUT who said "an organization without reproach and a highly suitable location for the event, with the 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."



## Save the Date for 2016: from 5th to 7th April the JDC is back at the Parc Chanot in Marseille

Only here will you find all the market's new products, inspiring ideas and the latest trends. Over 300 international exhibitors will present their new products to over 1,000 trade visitors in 3 areas : **gardening, garden landscaping and garden leisure.**

### So come to:

- **Build up your upcoming season** with a good mix of brands organized by segment
- Sign up **listings and re-orders**: product demonstrations allow them to discover everything in real-life context
- Discover **market trends** made available by the Trends Area.

All information, photos and videos on: [www.journeesdescollections.com](http://www.journeesdescollections.com)

### Your contact: Journées des Collections Jardin

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