

YOUR FRENCH ANNUAL MEETING **WITH 100% OF GARDEN RETAILERS**

15th
Edition

**Journées
des Collections
Jardin**

April 4th – 6th 2017
Parc Chanot - **MARSEILLE**



Sustainable lifestyle & urban farming key themes for the 15th edition of the Journées des Collections Jardin, 4-6 April 2017, Marseille

Strong exhibitor turnout anticipated ahead of next year's show

>> 300+ EXHIBITORS EXPECTED

More than **300 exhibitors to unveil new products to the 1200 expected buyers at** Journées des Collections Jardin, 4-6 April 2017 **in Marseille**. Close to 250 suppliers have already confirmed their participation, representing a 40% rise in bookings compared to the same date in 2015.

The entire garden and outdoor market segment will be represented with both French and European brands taking part in the event. Conveniently scheduled at the start of Spring and listing time, JdC (Journées des Collections Jardin) has cemented its position as **“the biggest annual meeting dedicated to garden retail products”** in France.

Jean-Luc Garnier, Exhibition Director commented: *“Over the years, Journées des Collections Jardin has gone from strength to strength so we're delighted by the fast response from many fantastic local and international brands that have already booked their stands for next year's event. Demand has been high and we only have 30 stands left. Naturally, we're delighted with the response and it's shaping up to be a great show!”*

>> A TOPICAL THEME: “THE CONQUEST OF CITIES BY GARDENS, URBAN & SUSTAINABLE”
Slow Garden, external or internal gardens, decorative vegetable patch, terrace arrangement...

Urban residents are in search of zen and green spaces to grow their own vegetables at home.

Design, purity and sustainability are key considerations... many development areas to attract new clients.

>> AN ENHANCED VISITOR EXPERIENCE

JdC to introduce new initiatives to give buyers visiting the show a more efficient and entertaining experience.

- **Themed footpaths for buyers.** These themed trails will help buyers in particular categories discover core targets and help suppliers meet a more targeted audience. Themes include Phyto path, Deco path and Merchandise farming path.
- **60 Seconds to Convince.** A fantastically, fast-paced show for companies to demo their latest innovative products in a highly entertaining format. Presenters have just 60 Seconds to pitch their product to the audience.
- **Business Center.** More resources and a dedicated space for visitors who need somewhere to catch up on emails, print documents or take an important call
- **Apéro o'clock!** It's Wednesday at lunch time, time to relax, meet fellow delegates and enjoy a glass of wine at the new JdC networking event and celebrate the 15th edition.
- **Mini Conferences.** More content sessions focused on what's happening in the market and future trends to look for.

And all the classics will still be there: The Award of Gardens Collections 2018, workshops and meeting rooms for central procurement so they can create listing committees.

Information:

The 3 areas of the JdC:



About the JdC:

Now in its 15th year, the Journée des Collections Jardin is the meeting place of garden retailers and suppliers. Over 3 days, the JdC facilitates meetings and networking between suppliers and retailers as they prepare their listings for the year ahead. The JdC event creates a relaxed and friendly atmosphere for all attendees – ideal for making new contacts and discussing business! The JdC event takes place at the Parc de Chanot in Marseille, which allows exhibitors to take advantage of the warm climate and show off their products outside.

Key numbers of the 14th edition:

323 exhibitors from France and Europe
1000 visitors representing 400+ retailers

Event Website:

www.journeesdescollections.com

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