

Press Release,
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Pollutec: the place to be for green growth in business

Pollutec 2018 will take place at Lyon Eurexpo (in Lyon, France) from 27 to 30 November. This year's show is a milestone, marking 40 years since the launch of the Pollutec brand. It was formed in 1978 from an existing water and air event and a waste management event. It brought together themes which at the time represented the main strands of environmental politics developing in France. Pollutec has moved on from being a show about materials and equipment for treating pollution and harmful substances to become a unique international event: today it covers 14 major sectors related to the environment and climate* and promotes cross-disciplinary, integrated strategies for sustainable cities and effective industry. It also features markets with specific requirements, such as agriculture or hospitals. Today's Pollutec is not just an exhibition of treatment and prevention solutions for all environmental sectors; it is also a programme of talks and debates on key green growth topics, with many opportunities for meetings and networking between the different professionals attending including exhibitors, visitors, elected representatives and members of international delegations.

Making better use of natural resources, fighting climate change, improving living conditions and protecting biodiversity are the fundamental issues Pollutec aims to tackle. The event brings together major players in these fields and features the most up-to-date solutions (products and services), some which are still in development. Innovation is front and centre, not just in the exhibition stands, but also in the meeting spaces, debates, start-up pitches, awards ceremonies and trophy presentations. The Innovation Showcase organised in partnership with PEXE (The French national eco-enterprise forum) singles out solutions with strong market potential from all the innovations on show. Pollutec also reinforces its role as an incubator and supporter by welcoming around one hundred innovative start-ups.

The whole world is gathering at Pollutec

With almost 130 countries represented by exhibitors and delegations, Pollutec 2018 is reinforcing its international status. In line with its aim of highlighting emerging markets which represent real opportunities for business and cooperation, the show has reserved an entire space for countries from Africa, Latin America and South-East Asia: the AAA Space. After Ivory Coast in 2014, the place of honour this year goes to Burkina Faso, a country in the Sahel region which has made the environment one of its priorities. It has nurtured a high level of knowledge and skills which have given rise to major projects on urban infrastructure and industry. Water, waste, energy, sustainable cities and sustainable agriculture are some of the main subjects on the agenda. Furthermore, there will be 70 Chinese delegates at the show, following on from the Franco-Chinese forum at Lyon on 26 November.

A first-ever, exciting side event

The 2018 Pollutec show will hold the first ever **International Summit for cities and regions driving the circular economy**, in partnership with the city of Lyon, on 28 November. The programme of this key event of the show was compiled from real life projects submitted in response to a call for expressions of interest in the spring. Representatives are already confirmed from the cities of

London, Lyon, Ouagadougou and Strasbourg, the French regions of Auvergne-Rhône-Alpes and Occitanie, the German federal state of North Rhine-Westphalia and UN Environment.

The circular economy, plastics, seas & coastlines... the flagship themes of Pollutec 2018

Pollutec is highlighting the hot news topics in green growth: the circular economy: plastics, seas & coastlines, but also digital technology & environment and employment & skills. As well as the cities and regions summit, the **circular economy** will be the topic of many meetings (e.g.: the European climate and energy package, the French roadmap, AFNOR experimental standards, etc.) and of many special events, (e.g.: live dismantling of smartphones). The critical issue of **plastics** will be addressed from all angles: prevention, substitution, recycling, upgrading, etc. The **Sea & Coastline** strand will return to the issue of plastics and the restoration and preservation of fragile ecosystems and will discuss the many challenges of the blue economy in general. The Sea and Coastline forum was already fully booked at the beginning of October, almost two months before the opening of the show, proving the level of interest in these topics. The growing integration of digital technology in eco solutions will be a particular highlight of the **Digital & environment** strand, with many real life examples from all the sectors represented at the show. Finally, in addition to the Employment Space and the programme led by Kandra throughout the four-day event, **Employment Day** on 30 November will play host to a whole series of "Job dating" events between students and HR directors and technical directors of companies looking for employees. This is a positive initiative, as recruitment is the main obstacle to the development of eco-SMEs.

Matchmaking and Business meetings: networking at all levels

Pollutec is a pioneer in connecting stakeholders in the environmental sector. That's why it has upgraded its online matchmaking platform to better help foster relations between all participants (exhibitors, visitors, speakers, etc.) in the run up to the event. All participants can register and benefit from recommendations for contacts and for making on-the-spot appointments relevant to their interests. There are also several special initiatives on offer, such as **Green Days**, with the Auvergne-Rhône-Alpes Chamber of Commerce and Industry, a member of the Enterprise Europe Network, **Industry Meetings** with advisers on water, energy, waste and risks for industry; **Community Meetings** with city technical services and "**Job dating**" during Employment Day on 30 November, not to mention the eagerly anticipated meetings in the Emerging Countries Area. Every key event at Pollutec 2018 brings opportunities for building partnerships.

Looking forward to seeing you at Pollutec 2018: come and celebrate 40 years of the brand, with lots of surprises in store!

**The 14 sectors of Pollutec: Water resource management, Network management, Collection-Cleaning-High-pressure water cleaning, Waste treatment, Recycling-Reuse of substances and materials, Sites and soils, Instrumentation-Metrology-Analysis, Air, odours and noise management, Risk prevention and management, Energy (production and storage), Energy efficiency of products and procedures, Urban layout and mobility, Biodiversity and natural environments, Communities & Institutions (support, training and research).*

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