

Pollutec 2020 Sales Pitch

Pollutec is...

One of the largest trade show for the environment and energy in the world

- › **128 countries**
- › A **90 000 sqm** exhibition floor
- › **58 000+ visitors** over the 4 days of the event
- › Nearly **400 conferences** and special events
- › Up to **200 innovations** présentées en avant-première européenne ou mondiale showcased in European or world-premiere

Next to IFAT and WFES (World Future Energy Summit – also organised by Reed Exhibitions)

In front of the Carrefour de l'Eau, Americana, RWM... (no more than 10 to 20k visitors)

VS. IFAT:

- › **Pollutec is not just waster and water**; every sector of the environmental offer is represented by the exhibitors, and every end-use market is represented by the visitors
- › Pollutec has an important **inclusion of North African and Sub-Saharan markets**. 50% of visitors from North Africa are CEOs/high management
- › Pollutec has a dynamic **AAA Area** with project-holders from Africa (especially French-speaking African countries), Asia (especially South East Asia) and America (especially Latin America)

The leading trade show for the environment and energy in France

Government, corporate and household **spending related to the environment reached 67.7 billion euros in 2015**:

- › **€46.7 billion for the protection of the environment** (i.e. the efforts made by the society to prevent, reduce or eliminate pollutions and environmental degradation)
- › **€21.0 billion for sustainable natural resources management** (clean water distribution, waste recycling and reuse)

Investments for climate change mitigation reached €45 billion in 2018. These were divided into 3 main components:

- › Energy efficiency
- › Renewable energies
- › Sustainable infrastructures

Moreover, **France is the second biggest investor of public funds in Energy R&D** within the G7 countries (after Japan), with €1,098 million spent in 2018. These included €319 million for new energy technologies (renewables, efficiency, storage...).

Sources: MTES (French Ministry for the Environment), SDES (Public data analysis service), I4CE (Institute for climate economics)

A BtoB, business-centric event where stakeholders meet to close on deals

- › **27% of the exhibitors closed deals** at the show or right after
- › **82% des exposants prévoient concrétiser des affaires** à l'issue de contacts qu'ils ont eus sur le salon, dans les 12 mois qui suivent.
- › **82% of exhibitors plan on closing deals** within 12 months with leads they met at the show

Source: Pollutec 2018 exhibitors satisfaction survey, REF Marketing services, 544 respondents

A crossroad for the environment and energy solutions marketplace

Pollutec welcomes visitors from **industries** and **local governments**, as well as:

- › **Energy:** ABB, Bouygues Energies & Services, CEA, CNR, Dalkia, EDF, Eiffage Energie, ENEDIS, ENGIE, ESSO, GE, GRDF, GRTgaz, Orano, RTE, Schneider Electric, Total...
 - › **Construction & Public works:** Altarea Cogedim, Vicat, Bonna Sabla, Bouygues Construction & TP, Colas, Eiffage Construction, Eurovia, Lafarge, Loxam, NGE, Point P, Vinci...
 - › **Transportation, Logistics, Infrastructures:** Aéroports de Paris, Aéroport de Lyon, Alstom, Bolloré Logistics, Chronopost Fedex, Keolis, La Poste, SNCF, Vente Privée, Toyota...
 - › **Agriculture, agro-food:** Aoste, Chazal, Coca-Cola, Danone, Florette, Nestlé, Nespresso, Orangina, Truffaut...
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A trade show with high-level and qualified visitors

90% of visitors play a role in the buying process:

- › 46% are decision-makers
- › 44% are influencers
- › 10% are technicians

88% of exhibitors are satisfied with the quality of visitors.

Sources: Pollutec 2018 exhibitors satisfaction survey, REF Marketing services, 544 respondents and Pollutec 2018 visitors database

A trade show open to the most dynamic regions in terms of environmental protection

- › **Europe: 65%** of international visitors
- › **Africa: 21%** of international visitors
- › **Asia: 6%** of international visitors

Top 10 of visiting countries, excl. France:

1. Switzerland
2. Belgium
3. Italy

4. Spain
5. Germany
6. Morocco
7. Algeria
8. Netherlands
9. Tunisia
10. Portugal

Source: Pollutec 2018 visitors database

A popular event for specialised journalists as well as the mainstream media

- › **300 journalists** attend the show
 - › Medias in 2018 included: Actu Environnement, AFP, Afrik 21, Ambiente Europa, Environnement Magazine, France Info, Le Moniteur, Le Point, Le Monde, Les Echos, Recycling International, L'Usine Nouvelle, United States Press Agency...
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A trade show with a wide array of tools to maximise return-on-investment

Pollutec has exhibiting offers but also: matchmaking tools, a bespoke business-meetings service, conferences, workshops, plenary sessions, thematic tracks, awards and trophies, networking events...