

POLLUTEC, POSTPONED TO 2021
The event will be 100% digital from 1st to 4th December 2020

New dates : 5-8 October, 2021
Lyon Eurexpo

After several exchanges with its professional community, Reed Expositions France has decided to postpone Pollutec to 2021

Currently COVID-19 continues to be a national, European and international pandemic with strong economic impacts on the environmental market. For this reason and as the visitors' attendance is uncertain, Pollutec organisers have decided that the exhibition initially planned from 1 to 4 December would be postponed to October 2021.

It has been a hard decision to make, as many professionals, exhibitors, visitors and organisations were willing to maintain the event to position environmental issues at the heart of the economic recovery. Local authorities were also pleading for the show to take place as it plays an important role in Lyon metropolis' local economy.

Until this summer, the combination of this strong support and Pollutec's extensive know-how made the organisers confident in their abilities to deliver the event as near to normal conditions as possible under certified health and safety guidelines. However, the recent evolution of the pandemic has led to the decision of postponing the event in order to preserve its global audience and provide its customers a greater return on investment.

"We are well aware of the disappointment of all those involved by our side, who were counting on Pollutec to restart their activity at the end of the year. However, Pollutec remains a must-to-attend event for the whole industry. In the light of present events, maintaining the 2020 edition is risky and would be misunderstood by many customers.

Nevertheless, Pollutec will still contribute to the acceleration of the energy and ecological transition in 2020, by offering on the originally scheduled dates, 1-4 December 2020, a digital event including webinars and online business meetings."

Alexis de Gérard, Director of Pollutec

About REED EXPOSITIONS FRANCE - www.reedexpo.fr

Present in 18 industry sectors, with 40 leading events -including Batimat, EquipHotel, IFTM-Top Resa, Expoprotection, Pollutec, SITL, Maison & Objet*, Fiac, Paris Photo - and 45 websites and blogs, Reed Expositions delivers contacts, content and communities with the power to transform our customers' business. More than 18,600 companies and 1.08 million buyers, from France and abroad, are customers of our events.

Reed Expositions is a member of the Reed Exhibitions Group, a leading global events business, operating in the French market with more than 60 events and 2 subsidiaries: Reed Expositions France and Reed Midem.

*organised by the SAFI, a subsidiary of Reed Expositions and Ateliers d'Art de France



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