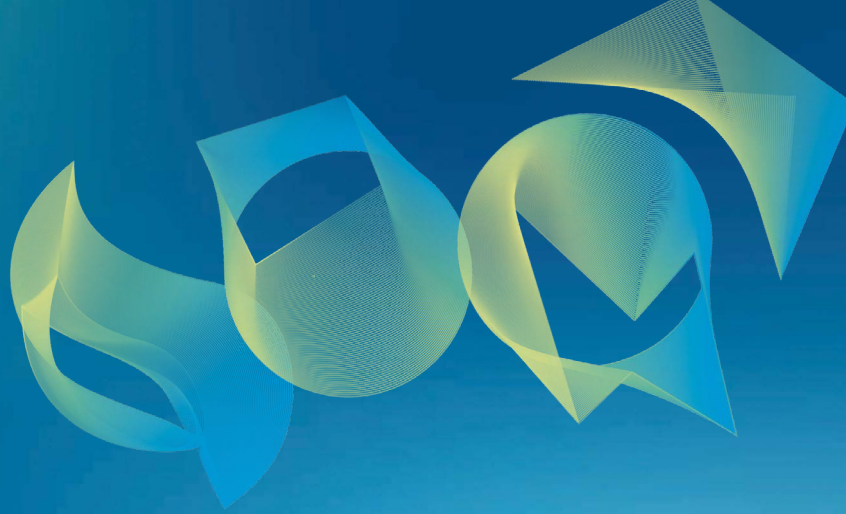


BE POSITIVE

The energy transition trade fair

25-27 MARCH 2025

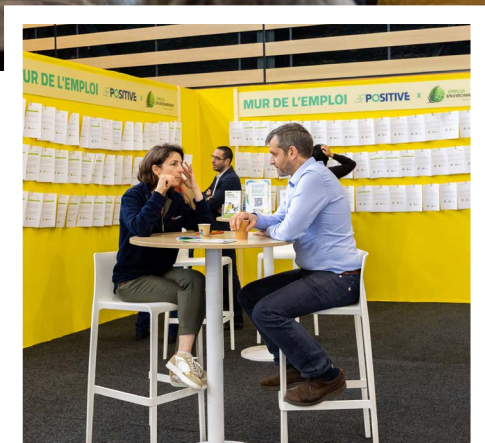
EUREXPO LYON, FRANCE



PRESS RELEASE – April 2025

BE POSITIVE 2025: A KEY EVENT TO SUPPORT FAST-CHANGING ACTIVITY SECTORS

With 3% more visitors than in 2023, the show's results are positive, in line with the profound changes taking place in the energy and building sectors.



Photos: @ Sam Pinto – Memento



AN ESSENTIAL EVENT AT A PIVOTAL MOMENT

In a rapidly changing political and regulatory environment, marked by the ongoing discussions around the PPE 3 multi-year energy plan, the strengthening of the RE 2020 environmental regulations and a new pricing framework for solar power generation, the 2025 edition of BEPOSITIVE **confirmed the show's role as a strategic meeting place for players in the sustainable building and renewable energy sectors.**

From 25 to 27 March 2025 at Eurexpo Lyon, **the show brought together 27,570 professionals** who came to share, discover and build the solutions of today and tomorrow together.

At a time when these sectors are wondering about their future path in the light of decarbonisation targets, the show

provided an opportunity to begin dialogue, cross-fertilise expertise and strengthen synergies between sectors.

The event clearly illustrated **a shared desire to break free of siloed approaches:** manufacturers, installers, contractors, the public sector and local authorities all came together to compare views and move the energy transition forward. **A unique approach that is more in touch than ever with today's challenges.**

// We need to build more bridges between the different sectors. The energy transition can only move forward if we foster a collective, integrated, operational dynamic. //

Raphaël Goerens,
Director of the BEPOSITIVE trade show

This desire to break down barriers was demonstrated at the show through a variety of formats that encouraged cross-fertilisation: conference sessions, workshops, competitions, themed areas... **This cross-disciplinary approach included key areas** such as the Agora, themed workshops and the jobs and training hub.

Several exhibitors declared that the discussions had introduced them to new solutions or players, paving the way for **fresh cross-sector synergies and collaborations.**

In a welcoming atmosphere, ideal for coming together and sharing experience, BEPOSITIVE underlined its legitimacy as a **platform for collective mobilisation, concrete solutions and project acceleration.**



Photos: @ Sam Pinto - Memento

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Meet up, exchange best practices and look together at what's working and what isn't. This sharing is what generates value and the common good.

Philippe Dessertine,
French economist

THE 2025 SHOW IN FIGURES:

3% more visitors than in 2023

27,570 professionals

500 exhibitors and brands

100 presentations and workshops

200 speakers



CLEAR SUCCESS FOR BEPOSITIVE'S HYBRID MODEL

The BEPOSITIVE CONNECT app dedicated to the show was a big hit with visitors and exhibitors alike. A valuable tool for networking and preparation, it has become an essential way of getting ready for the event and a natural extension of the trade show experience. Over 80% of participants logged in to the app, illustrating the massive adoption of this new tool for business efficiency.

The app has changed the way attendees experience the show: more focused, more connected, more efficient. It marks a real evolution in the trade show model, facilitating meetings, exchanges and advance preparation.

Raphaël Goerens,
Director of the BEPOSITIVE trade show

80%+ of participants using the app
65% more new contacts
3x more appointments



INNOVATION REWARDED AT THE BEPOSITIVE AWARDS

The BEPOSITIVE Awards were a highlight of the show. Organised in partnership with Actu-Environnement, they paid tribute to **the most innovative solutions from the exhibition's four sectors: wood energy, renewable energy production, building & construction and HVAC & electrical engineering.**

BE POSITIVE AWARDS 2025

Following a rigorous selection process among the 86 entries, 16 finalists were chosen by four expert juries, with each selecting a winning innovation. At the same time, the public could also choose their favourites via the show app, awarding a prize in each category.

Renewable energy generation category

- Jury selection: **Soprasolar with Soprasolar Light**
- Public prize: **Solaredge with Solaredge one for C&I**

Wood energy category

- Jury selection: **N2AIR with the N2AIR solution**
- Public prize: **Ökofen with Pellematic Condens XL 100-130 KW**

Building & Construction category

- Jury selection: **Vicat with Carat**
- Public prize: **Edilians with Easy Roof Integration**

HVAC & Electrical Engineering category

- Jury selection: **Unical with Modulex H%**
- Public prize: **Ecobulles with CO2CALC**



FRENCH INSTALLERS REWARDED AT THE EUROPEAN SOLAR GAMES



Photos: @ Sam Pinto - Memento

Taking place in France for the first time at BEPOSITIVE, the **European Solar Games** competition, organised by the **Enstall** group, highlighted the technical expertise of French photovoltaic installers. Pitting pairs of professionals against each other in real-time installation trials, this Europe-wide championship **raised public awareness of the safety and quality of solar installations.** Already organised in several European countries (UK, Netherlands, Belgium, Germany), this first French edition featured two finalists: Isowatt and Helliovie.

At the end of the competition, **the Isowatt team was awarded the Crochet d'or** for the quality and precision of its installation.

INDUSTRY EVENTS POPULAR WITH PROFESSIONALS

BEPOSITIVE 2025 met the high expectations of energy and construction professionals and local authorities by hosting several major industry events. These meetings confirmed the show's role as the benchmark platform for decoding the key challenges of the energy transition and providing concrete solutions.

By organising its Annual Business Day as part of BEPOSITIVE, Groupement Actibaie sent out a **strong message underlining the show's legitimacy in bringing together strategic players beyond the energy sector.** The day was marked by concrete discussions about innovation, the ecological transition in business and how to finance the energy transition, culminating in a **plenary session chaired by economist Philippe Dessertine.**

Another highlight of the event was the national conference on agrivoltaics, organised jointly by the Syndicat des Énergies

Renouvelables and INES, which provided **an accurate assessment of the obstacles and keys to the development of this emerging sector, a year after the publication of the AgriPV decree.** Meanwhile, conference sessions on

bio-based materials, hosted by BioBuild Concept, highlighted **the essential role of these solutions in decarbonising the building sector and regional development.**

Beyond these high-profile events, **the show's five content areas** – Agora, Exhibitors' Forum, Renewable Energy Workshops, Building Workshops, Renewable Heat & HVAC Workshops – offered **a packed programme focused on experience, best practices and concrete solutions.**

This format is popular with professionals looking for inspiration, regulatory clarification and the sharing of initiatives to accelerate the transition on the ground.

// BEPOSITIVE is where the energy transition takes shape and ideas become actions. //

Raphaël Goerens,
Director of the BEPOSITIVE trade show



Photos: @ Sam Pinto - Memento

FORTHCOMING GREENTECH+ EXHIBITIONS

Terrentra LES ÉVÈNEMENTS
DE LA TRANSITION
TERRITORIALE

METZ: 11 & 12 June 2025 – Metz Congrès Robert Schuman
AMIENS: 5 & 6 November 2025 – Zénith Amiens Métropole
CAEN: 10 & 11 June 2026 – Parc des Expositions de Caen
POITIERS: 3 & 4 November 2026 – Parc Expo Grand Poitiers
www.terrentra.fr

PAYSALIA
LANDSCAPE, GARDEN & SPORTS EXHIBITION

2 to 4 December 2025 – Eurexpo, Lyon
www.paysalia.com

ROCALIA
NATURAL STONE EXHIBITION

2 to 4 December 2025 – Eurexpo, Lyon
www.salon-rocalia.com

Hyvolution
PARIS

27 to 29 January 2026 – Paris Porte de Versailles
<https://paris.hyvolution.com>

EUROBOIS
TRANSFORM | BUILD | DESIGN

3 to 6 February 2026 – Eurexpo, Lyon
www.eurobois.net

Open Energies
LES SYSTÈMES ÉNERGÉTIQUES INTELLIGENTS

10 & 11 March 2026 – Eurexpo, Lyon
www.open-energies.com

expobiogaz
100 % GAZ RENOUELABLE

10 & 11 March 2026 – Eurexpo, Lyon
www.expo-biogaz.com

PISCINE
GLOBAL

17 to 20 November 2026 – Eurexpo, Lyon
www.piscine-global.com

ABOUT THE ORGANISER

With 200 public and professional events organized worldwide, GL events Exhibitions has developed unrivalled expertise in the business of organising exhibitions, a business which must keep pace with ever improving marketing, communication, and organizational techniques, while staying in close touch with the players in its markets.

The BEPOSITIVE exhibition is organised by the GreenTech+ division of GL events, which also manages eight other major gatherings: Open Energies, Terrentra, Hyvolution, Expobiogaz, Eurobois, Paysalia, Rocalia and Piscine Global. GreenTech+ is a division of the GL events group, providing a unique shop window born from the synergies between exhibitions that touch on common themes of ecological innovation and sustainable development.

GL events created GreenTech+ to play a full part in the world's major environmental issues, based on the only format of its kind, building bridges between the sectors of the future and maximising their visibility. GreenTech+ is an accelerator committed to accompanying the sector's stakeholders in their developments and in their search for the solutions of tomorrow, while instilling an ever-greater eco-awareness among our citizens.

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