

February, 2019

BePOSITIVE and LIGHTING DAYS

A resounding success for this latest gathering

They both kept their promises!

In 2019, the BePOSITIVE exhibition once again confirmed its place as the big national gathering on the energy and digital transition in buildings and regions. It notably joined forces for the first time with Lighting Days, France's major event and exhibition in lighting and LED technology. Together, they proved a real success, their themes being very complementary, underpinning new synergies and stimulating new business opportunities! For three days from 13th to 15th February at Eurexpo Lyon, the joint exhibitions swirled to the rhythm of innovations, trends, business, exchanges, feedback, accounts.

2019 edition facts and figures

- 651 exhibitors and brands—25% from abroad
- 30,000 professional visitors
- 1,033 pre-arranged business appointments
- 2 TV stages and 2 conference centres, which over the 3 days hosted
 - 80+ BePOSITIVE conferences and round-the-table talks
 - 30+ Lighting Days conferences
- 5 symposia, including ForumLED Europe, which was attended by 70 conventioners during its 2 days
- 4 prizewinners in the BePOSITIVE AWARDS for innovation and 5 judges' picks
- 9 prizewinners in the Lighting Days Awards

Visitor attendance again shows a big increase

Almost 30,000 professional visitors made their way to BePOSITIVE and Lighting Days over the three days, proof if it were needed that the energy and digital transition really is a major societal and industrial concern for professionals. A noteworthy progression in the number of visitors was recorded: 10% up on the 2017 edition.

BePOSITIVE and Lighting Days also consolidated their status as nationwide gatherings, with nearly 50% of French visitors from outside the home region of Auvergne-Rhône-Alpes and certain regions showing very strong progression, especially *Grand Est* and *Ile-de-France*, whose numbers doubled.

On the international scale, the upswing was even more striking, with an increase of 40% in visitors from abroad compared with the 2017 edition and expansion to 73 different countries (versus 59 in 2017), the top five being Switzerland, Italy, Germany, Belgium, and Spain. Visitors from abroad thus accounted for 7% of the traffic to companies' stands during the exhibition.

PRESS CONTACT :

Magali De Oliveira / Agostini - Tél +33 (0)4 27 82 68 95 - magali.deoliveira@gl-events.com
www.bepositive-events.com

Also notable was the relevance and diversity of the professionals attending this unifying event: BePOSITIVE and Lighting Days exhibitors witnessed a staggering **80%** of decision makers among their visitors.

Popular categories:

- Specifiers and influencers: architects, engineering offices, property developers, house builders, lighting designers
- Local and regional government
- Craft/jobbing firms and general building contractors
- Distributors and trading companies

Business at the hub of things

Our business appointments service available to professionals attending BePOSITIVE and Lighting Days exhibitions once again bolstered exchanges and encounters between everyone involved in the exhibition, be they exhibitors, visitors, or partners. This year, an impressive **1,033** prearranged business appointments were kept over the three exhibition days.



Innovation gets its rewards

The BePOSITIVE Awards



Out of the 28 nominations across the four BePOSITIVE 2019 AWARDS categories, **4** of them were judged this edition's winners:

- **Le Relais Metisse** with Isolant Metisse® in the High-performance Building category
- **Supra** with E-Fire in the Wood energy–Flam'Expo category
- **Kompositube** with Furanflex in the HVAC category
- **Fronius France** with Ohmpilot in the Renewable Energy Solutions category

5 "Judge's picks" were also designated by the panel.

To win a trophy, entrants had to impress in the criteria of innovation, performance, links with the energy and digital transition in buildings and regions, lifecycle issues, usage, certification, visual design, and control of costs.

PRESS CONTACT :

Magali De Oliveira / Agostini - Tél +33 (0)4 27 82 68 95 - magali.deoliveira@gl-events.com
www.bepositive-events.com

LIGHTING DAYS AWARDS

Because light enables seeing, understanding, acting, admiring, contemplating, and dreaming, the **Lighting Days AWARDS highlight light!**

At this, the 1st edition, the awards were reserved for "**Femmes de la Lumière**"—women in lighting. These are women who, within their organization or company, have worked toward promoting innovation, modernizing the regulations, and conducting exemplary projects. These Awards were organized in partnership with the French Lighting Syndicate.

9 winners were handed their prizes on 13th February, 2019 at the award presentation ceremony:

- **Marie-Pierre Alexandre**, General Manager at AFE (French Lighting Association)
- **Huguette Annas**, Chartered Architect and lighting expert with EDF
- **Isabelle Arnaud**, Journalist, Translator, Editor
- **Sara Castagné**, General Manager & Light Designer at CONCEPTO
- **Nathalie Coursière**, Standardization Manager with LEGRAND
- **Patricia El Baâmrani**, Ile-de-France Specification Manager with TARGETTI
- **Ourania Georgoutsakou**, General Secretary for LIGHTING EUROPE
- **Agnès Jullian**, CEO at TECHNILUM
- **Carmen Munoz-Dormoy**, General Manager at CITELUM



PRESS CONTACT :

Magali De Oliveira / Agostini - Tél +33 (0)4 27 82 68 95 - magali.deoliveira@gl-events.com
www.bepositive-events.com

2019 NEW FEATURE

- **EURAFRIC FORUM: FAVOURING EXCHANGES WITH COUNTRIES IN AFRICA**

The 18th edition of the EURAFRIC Forum, organized by ADEA—the development agency for businesses in Africa—this year took place for the first time in the scope of the BePOSITIVE and Lighting Days exhibitions. Promoting collaboration between European and African businesses involved in the energy transition, notably as regards water, energy, renewable energy production, and the sustainable town, this Forum was an unmitigated success!

More than **130** visitors from **18** African countries took the opportunity to hold exchanges with some thirty companies, revolving around concrete projects at the development stage.



- **THE BEPOSITIVE HOUSE: AN AREA PROMOTING TRAINING OF PROFESSIONALS**

This learning area cut across trade boundaries in promoting training and practical implementation, getting professional visitors involved in a concrete approach to ‘getting it done’ and ‘getting together to do it’, which casts its net across all the sector’s key issues: insulation with biosourced coverings, window fitting in newbuild and renovation, air tightness, single and dual flow ventilation, solar electric & thermal, designing with BIM.

Designed as a real building project, the house featured itineraries along which professionals could test their know-how and skills through live training and demonstration sessions run by qualified training centres.

This in-show event, was jointly organized by BePOSITIVE, the *Compagnons du Devoir et du Tour de France*, and Auvergne-Rhône-Alpes Eco-energies Cluster, in partnership with Allie’Air, AQC, ASDER, the Lyon Métropole GRETA Expert Centre, DTM consultancy and training, INES Training Platform, Oikos, and the Sustainable Town & Amenities programme.

PRESS CONTACT :

Magali De Oliveira / Agostini - Tél +33 (0)4 27 82 68 95 - magali.deoliveira@gl-events.com
www.bepositive-events.com



www.bepositive-events.com



PRESS CONTACT

> **Magali De Oliveira – Agostini** – 04.27.82.68.95 – magali.deoliveira@gl-events.com

ABOUT THE ORGANISER

With 200 public and professional events organized worldwide, **GL events Exhibitions** has developed unrivalled expertise in the business of organizing 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 and Lighting Days exhibitions are organized by the GL events Exhibitions Building-Wood-Energies department, which also manages three other major gatherings: Eurobois, HyVolution and ExpoBiogaz.

Photos: A.Moulard

PRESS CONTACT :

Magali De Oliveira / Agostini - Tél +33 (0)4 27 82 68 95 - magali.deoliveira@gl-events.com
www.bepositive-events.com