



The show

Renewable energy & Regions
Energy in buildings
Building & Fitting out

BePOSITIVE

8 > 10 MARCH 2017
EUREXPO LYON, FRANCE

PRESS RELEASE

Lyon, 28rd March, 2017

BePOSITIVE 2017: a most positive outcome for the national gathering on energy, digital, and environmental performance in buildings and regions

The BePOSITIVE 2017 exhibition was held on 8–10th March, 2017 at Eurexpo Lyon. This new edition, reappraised by and for professionals, caught the eye of its public, with almost 30,000 building and energy professionals clamouring in the exhibition's aisles.

An offering revisited and rethought for professionals

The BePOSITIVE exhibition keeps on progressing; this year it proposed a new offering revolving around 3 spheres, for a better fit with the market's dynamics and to tackle the new issues of the energy shift and meet professional expectations:

- **Renewable energy & regions:** the full spectrum of renewable energy solutions to address the issues of the sustainable region
- **Energy in buildings:** all the renewable and traditional energy solutions to energy efficiency in buildings, including a space entirely dedicated to stand-alone wood-burning heating appliances (Flam'expo)
- **Building & Fitting out:** a whole range of solutions for designing, building, and fitting out as well as renovating and maintaining sustainable buildings

Organized by GL events Exhibitions, the BePOSITIVE exhibition brought together everybody involved in the Building, Wood, and Energy sectors: public contracting authorities, building operators, private project sponsors, technical engineering offices, specifiers and influencers, developers, engineers, construction economists, town planners, local authorities, craft firms, building contractors, trading companies, and more.

And the outcome was success, with BePOSITIVE 2017 keeping all its promises and showing a healthy balance sheet in terms of the offering, frequentation by professionals, and visitor quality.

BePOSITIVE stands alone today **as the definitive national gathering on the energy shift and the digital revolution.**

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A unifying 2017 edition and a resounding success

The 2017 edition welcomed 519 exhibitors and brands, with an overall frequentation of **28,134 professionals over the exhibition's 3 days**. There were 71% deciders among the visitors, making this a win for exhibitors.

Another sign of the exhibition's success was its **increasing international outlook**, with **over 6% of visitors from abroad, from 57 countries**.

Faithful to its nature as a friendly sized event, BePOSITIVE is above all a place for meeting and interacting and facilitating networking between all professionals. Alongside this, our new "Business Meetings" appointments service generated 444 down-to-business meetings at the exhibition.

Another striking reflection of the unifying character of this event was the large attendance from the professional institutions at the exhibition's opening ceremony on Thursday, 9th March:

- **Jean-Louis Bal**, Chairman of the Renewable Energy Syndicate
- **Eric Fournier**, Vice-Chairman of the Auvergne-Rhône-Alpes region with portfolio for the environment, sustainable development, and everything to do with the land
- **Roland Crimier**, Vice-Chairman of *Métropole de Lyon* in charge of energy
- **Philippe Valentin**, Chairman of the Lyon delegation, LYON METROPOLE Saint-Etienne Roanne chamber of commerce and industry
- **Nordine Boudjelida** Auvergne-Rhône-Alpes, Regional Director of the environment and energy management agency, ADEME

"It ought to be compulsory for public & private deciders to visit an event like BePOSITIVE, given the issues we face. The Auvergne-Rhône-Alpes region can and must be the leading region in renewable energy," stated Eric Fournier on Thursday, 9th March at the BePOSITIVE exhibition

BePOSITIVE 2017 in figures:

- **519** exhibitors and brands
- **28,134** professionals gathered over 3 days
- **31%** of exhibitors from abroad
- **Over 6%** of visitors from abroad, from 57 countries
- **Over 40%** of visitors from regions outside Auvergne-Rhône-Alpes
- **71%** deciders among the visitors
- **444** business appointments
- **100** chaired conferences on 3 TV studios

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An exhibition extending from national to international

In 2017, BePOSITIVE continues its national and international development.

At national level, with over 40% of the visitors from regions outside Auvergne-Rhône-Alpes, BePOSITIVE shows its France-wide outreach and invaluableity.

BePOSITIVE has also put a lot of work into mobilizing international participation, thus strengthening its attractiveness to other countries: in 2017, 31% of exhibitors were from abroad, as were the 6% of visitors from 57 countries whose top 5 reads Germany, Belgium, Spain, Italy, and Switzerland.

This year, the show welcomed delegations from North Africa (notably Morocco and Tunisia) as well as an Africa pavilion organized in partnership with ADEA and bringing together delegations from sub-Saharan Africa (Benin, Burkina Faso, Gabon, Mali). This pavilion offered professionals the chance to discover new markets along with the issues and environmental projects of these countries, and to answer their questions about their approach to international development.

Other foreign delegations from the world over were also present in the scope of the International Cleantech Network (ICN) and its yearly management meeting with delegations from clusters, companies, and start-ups in South Africa, Germany, Austria, Belgium, Canada, Denmark, the UK, the Netherlands, Sweden, and Switzerland.

Exhibition highlights

The BePOSITIVE Awards for innovation rewarded five prizewinners

On Thursday 9th March, a judges' panel comprising representatives from professional organizations, exhibition partners, confederations, professional visitors to the exhibition, and trade press reporters handed out rewards to the winners of the competition's four categories, as well as a judge's eye-catcher award in the scope of Flam'expo, making 5 prizewinners in all.

On Thursday, 9th March, the judges made a round visit embracing each nomination's stand to see the products and services in situ. That same evening, the prizewinners received their distinctions at the gala evening in rooms of Lyon's City Hall.

The judges used various criteria in their appraisal: innovation, performance, environmental quality, use, certification, design, and mastery of tools.

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2017 prizewinners by category:

Renewable energy & regions

The **Mylight Systems** company for its **apartment block solution**, a new software application for managing energy in multi-owner buildings. This product enables own-use solar electricity generation to power a whole new category of buildings, making them boss of their own electricity consumption.

Energy in the buildings

The **Viessmann** company for its **Vitovalor 300-P product**, which incorporates a fuel cell module, a gas condensation boiler, a buffer tank, and a domestic hot water preparer.

Building & Fitting out

The **90Tech** company for its **SOLITECH solution** for overseeing itinerant work teams, which gives 360° visibility of the missions carried out and real time monitoring of work teams in the field.

Flam'Expo

The **HAAS+SOHN** company for its **I-2100 wood stove**, which features entirely automatic air regulation using an electric motor that consumes less than 6W (0.5W on standby).

The Bourgoin Expertise company won a Judges' eye-catcher award in the Flam'Expo category

The Flam'Expo judges decided to award a special prize to Bourgoin Expertise for its "Install Wood" mobile app. The award was attributed to hail the company's ingenuity, initiative, and innovation.



The BePOSITIVE Award prizewinners with BePOSITIVE exhibition manager Florence Mompou.
Photo: Alexandre Moulard

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The BIM Decathlon

A big highlight of the BIM BANG EVENT at BePOSITIVE was the much-awaited **BIM Decathlon**, in which **6 teams worked 3 days and a combined 100 hours to produce the best renovation scenario for a collective residence in the form of a 3D digital avatar using BIM tools and methods.**

The refurbishment project chosen for the competition was a 4500 square-metre student residence in Villeurbanne in the Grand Lyon conurbation: the "Barcelone" tower block containing accommodation for 208 students and run by the Est Metropole Habitat housing association.

The 6 school teams selected for the competition were

- RCVL Apprentices from Orleans University/ Polytech
- RED CHILI BIMERS from the National Higher School of Architecture in Lyon
- GreenTeam 2.0 from the National Higher School of Architecture in Saint Etienne
- GBBV from the National School of Public Works in Vaulx-en-Velin
- OCCI BIM from the National Higher School of Architecture in Toulouse
- BxD.BIM from ei.CESI in Bordeaux

Green Team 2.0 carried away first prize for its innovative project. The team comprised 4 students from the National Higher School of Architecture in Saint-Etienne, the National Engineers' School in Saint-Etienne, and the "Mines" engineering school in Saint-Etienne. In addition to the Grand Prix awarded to Green Team 2.0, the judges gave a special mention to the **BxD.BIM team** from **ei.CESI in Bordeaux** for their especially interesting architectural proposal.



The BIM Decathlon prizewinners and competition partners.

Photo: Alexandre Moulard

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There were five judges on the panel, chaired by Bertrand Delcambre, Chairman of the building industry's Digital Revolution plan:

- Trino Beltran, Innovation, Research, and Development Manager, VINCI Construction, France
- Pierre-Olivier Boyer, Chairman of Astus Construction, Director of the VICAT strategic partnerships
- Anis Naroura, founder member and Vice-Chairman of BIM France
- Thierry Rampillon, Associate of the CR&ON architectural agency in Grenoble
- Paul Sachot of Est Metropole Habitat, manager of EMH's programme of renovations

3 national symposia for an in-depth approach to key issues

BePOSITIVE hosted symposia on very topical subjects:

- **The national symposium on "Incorporating renewable energy and energy storage"**, organized by INES in partnership with ADEME, ATEE, ENERPLAN, TENERRDIS; and the French Renewable Energy Syndicate
- **The national symposium on "Electricity from solar cells: the new deal in energy"**, organized by the French Renewable Energy Syndicate
- **Symposium on "Hydrogen, the energy shift's missing link"**, organized in partnership with AFHYPAC and in collaboration with ADEME and TENERRDIS.

A whole host of exhibitor highlights, reflecting the impetus of the sectors

A lot of exhibitors took advantage of the visibility afforded by BePOSITIVE to unveil new projects, launch innovative products, or simply let people catch up with their developments.

Among these many highlights,

- **The Effinergie Collective** announced changes to its accreditation labels
- **Propellet** launched its first digital training course
- **Monabee**, in partnership with **Hybrid Energy**, presented its brand new intelligent solution for optimizing own-use energy production
- **Huawei** launched new products for the FusionSolar Workshop
- **Qualit'ENR** rewarded the best photos in its photo challenge
- **The Eco-Energies cluster** signed a partnership deal with Morocco's French Chamber of Commerce and Industry

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BePOSITIVE 2017 also stands for technical prowess at Flam'Expo, with working demonstrations enabled by Cheminées Poujoulat

The Flam'expo area in the *Energy in Buildings* sphere boasted the most representative, high quality offering of stand-alone wood-burning heating appliances in France: fireplaces, built-in stoves, wood, woodchip and pellet stoves, fuel manufacturing–distribution–storage, flues and roof outlets, components, accessories, and a whole lot more, bringing together a total of 130 exhibitors and brands.

A remarkable achievement was the connecting up of 60 working appliances at Flam'Expo thanks to the expertise and skills of Cheminées Poujoulat, a technical feat in itself that enabled the exhibitors concerned to show off their solutions in a real home atmosphere!

Key statistics of this outstanding installation:

- **Almost 2km** of ductwork installed around six 120-metre long leaktight collector flues
- **8 persons** employed in installing the systems during 10 days and dismantling them in 5 days.

Exhibitors give their account of the 2017 edition

ATAWEY - Geoffroy Town, International Business Developer

"We met deciders from local and regional authorities all over France, as well as heads of companies, all very useful. For us, BePOSITIVE is a highly satisfactory exhibition."

DE DIETRICH - Gilles Sauvignet, Regional Manager

"Over the exhibition's 3 days we welcomed 600 to 800 customers, from both the South East and all over France. These customers included installers and local authority specifiers."

DIXNEUF - Corentin Dupont, Sales Manager

"The exhibition enabled us to create a real emulation and to hold exchanges on good working practice. Whether you talk about the sheer number of visitors or the overall visitor quality, it's the major nationwide exhibition in our business sector today."

ENPHASE - Joanne Pochet, Field Marketing FR/ CH

"Many of our installers came along and a lot of customers are interested in energy storage systems, especially where these concern own-use energy production."

GRDF - Thomas Delpech, services and fitting-out agency manager at Sillon Rhodanien

"At this edition we met the contacts we came to see, improved our relations. We are highly satisfied with the schedule of conferences, with the visitors, and with the whole configuration of

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the exhibition, at which we were able to get down to serious exchanges. It's a real gathering for the sector!"

MCZ GROUP - Roberto Guatti, Export Sales Manager

"It's been a great edition! We are happy with the number of exhibitors who participated. The exhibition is growing and becoming ever more interesting."

MERSEN - Julien Villalon, South East Sales Manager

"The idea is to show all our partners that MERSEN is here as an important, invaluable presence. What's most relevant for us is to talk to order givers and to those who specify and influence. The exhibition is vital for us because it's ideal for meeting customers."

SWITCH IT EASY - Hervé d'Aligny, General Manager

"We met many professionals who showed a lot of interest in our product because it matches an exact requirement in today's market due to its simplicity of use and implementation."

SYSTOVI - Pascal Janot, CEO

"At the end of the day, what we look for in an exhibition is quality through quantity. At exhibitions with a very general scope, there are plenty of visitors but not that many who are qualified. At BePOSITIVE, we have both visitor quality and sufficient numbers. That's what we call a great combination!"

Look up the videos of BePOSITIVE 2017 on our website

www.bepositive-events.com

Find out all the latest BePOSITIVE news on our
website www.bepositive-events.com and on the Twitter feed @bepositiveevent

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