

GLOBAL INDUSTRIE

FRANCE'S
MAJOR ANNUAL
INTERNATIONAL
INDUSTRY EVENT

5-8 MARCH 2019

Same event, enhanced opportunities
at a new venue in odd years!

52%

of the visitors to
GLOBAL INDUSTRIE
in 2018 were new.

GLOBAL INDUSTRIE IS THE KEY
annual event for the whole of France's industry.

It brings together 4 major shows that are leaders in their respective fields—MIDEST, INDUSTRIE, SMART INDUSTRIE and TOLEXPO – and allows each to multiply its impact by attracting visitors and exhibitors it wouldn't previously have reached.

DON'T MISS THE 2019 EVENT

Building on the tremendous success of its Paris launch in March 2018, which was warmly received in both France and abroad by 96% of the visitors and 88% of the exhibitors, the second GLOBAL INDUSTRIE will run from 5th to 8th March 2019 and will be the first one to be held at the **Eurexpo exhibition centre in Lyon.**

Going forward, the event will be held in Paris and Lyon in alternate years, **opening it up to a much-expanded pool of visitors bringing new business opportunities.**

The 2019 communications campaign will be more extensive, both nationally and internationally, than the already colossal one mounted in 2018 and, in particular, there will be a **host of new visitor promotion initiatives:**

- Trade press advertising in visitor target countries
- Inward mission for foreign journalists
- A direct calling campaign aimed at foreign industrialists
- Targeted e-mail campaigns focusing on specific industries

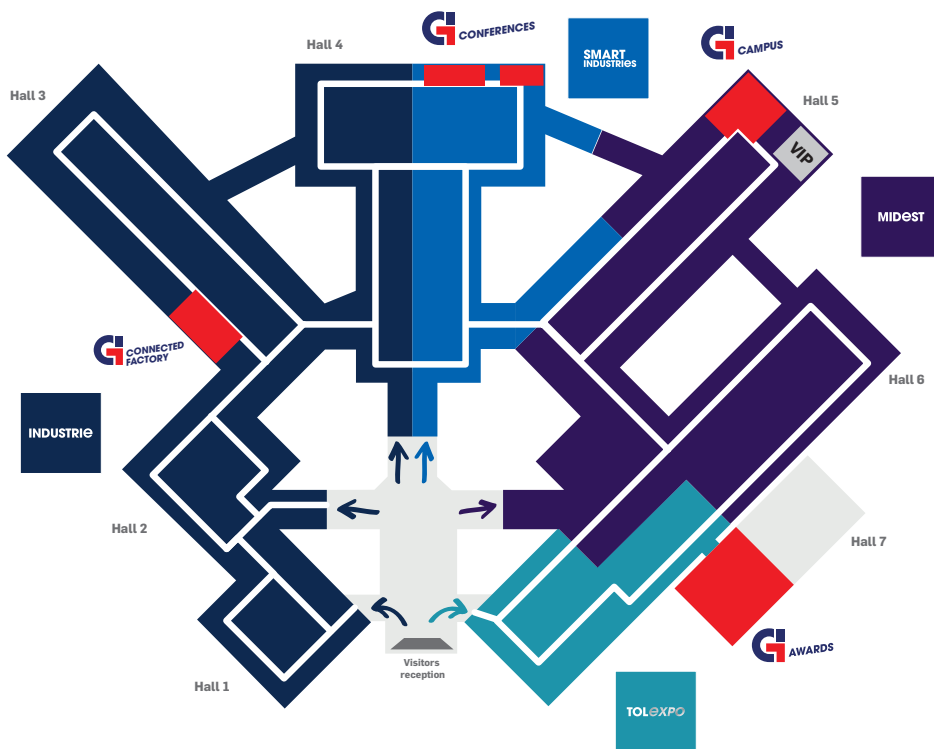


WHY LYON?

┌ Auvergne-Rhône-Alpes is **France's leading industrial region** and it is active in a wide range of industries, with a strong emphasis on exports and cutting-edge sectors: machinery, digital technology, electronic components, energy, pharmaceuticals and medical technologies, screw cutting, rubber/tyres, plastics, eco-technologies...

┌ It is **one of the EU's leading regions** in terms of its area and population, its strategic position, and its clusters of expertise...

┌ Industry events taking place in the region have been recording **increased demand as visitors vote with their feet.** INDUSTRIE was already being held every other year in Lyon and its growing success—the 2017 show attracted 22% more visitors and 17% more exhibitors than the 2015 one—has demonstrated the need to alternate between Paris and Lyon.



Key figures for the 2nd Global Industrie:

50,000
expected visitors

2,700
exhibitors

100,000 m²
of exhibition space

25%
of visitors will
be international



For further information : www.global-industrie.com