

## POLLUTEC 2023, a show with a resolutely international dimension

*Italy, country of honour 2023*

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**From 10 to 13 october 2023**

At Eurexpo Lyon  
Boulevard de l'Europe, 69680 Chassieu

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**Pollutec, the leading trade fair for environmental solutions for industry, cities and regions, continues to focus on the international dimension, pursuing its mission of bringing project developers together across borders. From Tuesday 10 to Friday 13 October 2023 at Eurexpo Lyon, participants will have the opportunity to exchange ideas with potential international partners to share solutions and best practices, as part of an edition that puts Italy in the spotlight.**

**Italy, country of the year at the show that is more international than ever.**

Convinced that the ecological transition is a global issue, Pollutec's mission is to encourage exchanges and strengthen links between regions at all levels. With **28% international exhibitors**, the show is a benchmark beyond France's borders, and every year welcomes international delegations looking for solutions, sharing their projects and proposals to meet environmental challenges (resource management, agriculture, reindustrialisation, adaptation, etc.). This year, around twenty delegations are expected to attend Pollutec this year, including delegations from **Quebec, Finland, China, Italy** and many other European countries.

Since 2002, Pollutec has been showcasing countries that are making great strides on the transition front, with promising or far-reaching ecological innovations. **Italy**, a country committed to finding solutions to environmental problems, will have the opportunity to showcase its ecosystem and expertise in energy and sustainability, through the presence of major Italian cities, start-ups, and speakers. In addition, Emanuela D'Alessandro, the Ambassador of Italy in France, will be taking part in the inauguration of Pollutec on 10 October on the Tribune, the show's main stage.



### **Green Days, a catalyst for meetings between international participants**

A key event for business meetings between companies, research centres and clusters looking to develop commercial or technological relations, the Green Days will be held from 10 to 12 October in Hall 4 - L001. Co-organised by the Auvergne Rhône-Alpes Chamber of Commerce and Industry, the European Commission and RX (organiser of Pollutec), the Green Days are a genuine business accelerator, divided into 20-minute BtoB meetings for which advance registration is required: the form is available online and **registration is open until September 30**. Friday, October 13, will be dedicated to inter-cluster meetings on the GreenDays stand.

Registration for Green Days business meetings (until September 30):

<https://green-days-pollutec-2023.b2match.io/>

Participants will also have the opportunity to meet market experts: Enterprise Europe Network, Business France, Team Export, BpiFrance, etc.

### **The International Forum, a space for conferences and dialogue between delegations**

A new area at Pollutec, the International Forum (Hall 4 - E05) is designed to raise the profile of international delegations visiting the show, share their solutions and open up new prospects and markets.

On Tuesday 10, Wednesday 11 and Thursday 12 October, the International Forum will host conferences on European funding, translated simultaneously into French and English.

#### **Selection of conferences from the International Forum**

- **Tuesday October 10th** - Conference on Innovation funding: *How Europe support the (next) champions*
- **Wednesday October 11th** - Conference on European Funding Horizon Europe: *Introduction to ClustersBio Environment & Energy*
- **Thursday October 12th** - Conference: *Let's demystify European funding together!*

### **About Pollutec**

Pollutec is the leading environmental solutions show for industry, cities and regions. Over four days the show brings together professionals from every sector to present their innovative solutions to industrial, public sector and other economic actors as they work together to address the major challenges facing the planet: biodiversity erosion, pollution and climate change. To see the full programme and stay up to date with show news, visit Pollutec's website at: <https://www.pollutec.com/en-gb.html> and [@pollutec](https://twitter.com/pollutec)

## About RX

[RX](#) is in the business of building businesses for individuals, communities and organisations. We elevate the power of face-to-face events by combining data and digital products to help customers learn about markets, source products and complete transactions at over 400 events in 22 countries across 43 industry sectors.

[RX France](#) manages a portfolio of world-class, French and international face-to-face, virtual and hybrid events covering 15 industry sectors including MIPIM, MAPIC, Batimat, Pollutec, EquipHotel, SITL, IFTM Top Resa, MIPCOM, MIPTV, Paris Photo, Maison&Objet\*... and many more. RX France's events take place in France, China, Italy, Mexico and the United States.

[RX](#) is passionate about making a positive impact on society and is fully committed to creating an inclusive work environment for all our people.

RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers.

[www.rxglobal.com](http://www.rxglobal.com)

\*Organised by Safi, a subsidiary of RX France and Ateliers d'Art de France

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