

FUNÉRAIRE PARIS | 2013

SALON INTERNATIONAL DE L'ART FUNÉRAIRE
21 AU 23 NOVEMBRE 2013



Press release | Report

Funéraire Paris 2013: a business-focused event

Funéraire Paris is organised by Reed Expositions France.

The International Funeral Trade Show took place from 21st to 23rd November in Paris, at the Bourget Exhibition Centre. After three days full of business, meetings, discussions and good finds, Funéraire Paris 2013 confirmed its leadership position of trade shows in the funeral sector in Europe.

Funéraire Paris 2013 confirms its leadership position

- 225 exhibitors
- 20% of foreign companies representing 12 countries (*Germany, Belgium, China, India, Croatia, Spain, Hungary, Lithuania, Italy, Netherlands, Portugal, United Kingdom*)
- 24% of new exhibitors
- All sectors represented
- 6,000 visitors: stable visitor numbers in relation to the 2009 and 2011 editions

Evolution and modernisation of the funeral sector

Covering an area of 8,600 square metres, Funéraire Paris 2013 presented the entire range of products and services dedicated to sector professionals.

Visitors were pleasantly surprised with the changes and modernisation of products and services concerning the ceremony, services, machines, tools, materials and treatments, which they will be able to use to develop their corporate strategies.

Manufacturers are innovating and moving towards new designs: pure lines and shapes, new materials and unusual colours. Some companies are even using internationally known designers to create a "line" of coffins and urns.

In addition, digital technologies and software are increasingly present via several companies, a sign of a dynamic and rapidly developing market. We also observed the emergence of digital and the Web in the funeral sector with "virtual cemeteries" and QR codes on gravestones.

A diversity of visitors

Funéraire Paris brings together all business models – independent professionals, franchisees, networks and artisans – all with the similar aim of being in touch with the funeral market and standing out from the competition.

At this edition, we also observed new attitudes from visitors, who are demanding information – technical, practical or legal – and who are attentive to the constant changes in their market.

From an international viewpoint, the three foreign delegations from Poland, Austria and Finland actively took part in the success of Funéraire Paris 2013 on the European level.

A trade show full of information and prospects

Once again this year, the trade show went beyond its commercial vocation by setting up a conference programme on the problems and developments of the profession, such as:

- Organised by the UPFP (Union du Pôle Funéraire Public), a conference and debate on *Cemeteries owned by the commune: legislation and new management challenges*, presented by Patrick Loizeau and Marie-Christine Montfort, successfully drew the attention of a large number of local authorities in France (elected representatives and cemetery administrators).
- *Protocol in funeral services... or the respect due to families!* brought in national and international exhibitors and visitors. The conference was held by representatives of the ICF (International Cremation Federation) and illustrated with videos on the conception of protocol in funeral services in different countries (France, Holland, Germany, Japan, etc.).
- Cynthia Mauro, Doctor in psychology, answered the following question: *What are the psychological risks for funeral professionals?* taking concrete cases as examples.
- Our partner CPFM (Confédération des Professionnels du Funéraire et de la Marbrerie) brought up a current topic. *What is the Internet going to change for the funeral industry? Funeral 2.0: Myth or reality?* This issue will be further developed at the next edition of Funéraire Paris.

Thanks to everybody's support: exhibitors, visitors, official international delegations, partners, professional organisations, associations and trade press, the 2013 edition developed a friendly and international business dynamic.

See you in November 2015...