

REED EXPOSITIONS FRANCE (REED) is working closely with COP21 to organize La Galerie des Solutions at Le Bourget

Paris, 2nd December 2015: REED, the organizer of some of the world's and France's largest trade shows, is bringing all of its capacity for organization and international promotion to bear in support of the **2015 Climate Summit** and to ensuring that at COP21 there is a new space dedicated to the transformation of environment policy decisions into sustainable economic actions.

As COP21 considers our future and in order to support the diplomatic negotiations, REED is launching La Galerie, which will present existing low carbon solutions to the 20,000 or so expected visitors (professionals, politicians, partners and UN delegates).

REED is dedicating substantial promotional resources with the aim of:

- **coordinating** and **guiding** manufacturers, associations and institutions, whether regional, national or international, in a cross-industry approach
- **presenting and securing media coverage for the full range of innovative climate solutions** that have demonstrated their worth, in order to speed up their commercial development: equipment, technologies, new organizational models, reproducible best practices. These will be highlighted in the TV Studio and at the awards ceremonies, such as those for the 'Climate Solutions Awards' or the international 'Green Building Solutions Awards 2015',
- **generating debate and testimonials** from experts, leading figures and committed politicians
- **disseminating** solutions through **demonstrations** and special events
- encouraging **international cooperation** in order to promote north-south and south-south exchanges: reception for delegations, business meetings, country of the year...

Just as it is committed to La Galerie des Solutions, REED supports all those of its customers and partners who are pursuing climate initiatives at the shows that it organizes in France and abroad:

- The numerous everyday challenges that confront café, hotel and restaurant (CHR) professionals include the **energy transition and sustainable development**. These entail a respect for the environment, the need to satisfy customer sustainable development expectations as well as for energy to be saved and bills cut... As the key show for the hotel and restaurant industry, **EquipHotel is its source of inspiration and the means of accelerating its shift towards an eco-responsible approach**.

- Many companies involved in the transport of goods and logistics, who are well aware that their activities are responsible for CO₂ emissions, are striving to improve their **environmental performance**, as well as seeking to address other problems such as **noise, accidents or congestion**. Manufacturers and distributors attend **La SITL** (the international transport and logistics week) **in order to find solutions and technologies that would allow them reduce their environmental impact at several points in their added value chain**: buying, supply, production, storage and distribution.
- Held with the SITL, the new event Transport Next Generation gathers the innovative equipment of transport to imagine and implement the transport plans of tomorrow.
- Looking forward to COP21, visitors to **the Mondial du Batiment event, including Batimat, Interclima+elec and Ideobain, were treated to extensive media coverage of solutions for climate problems** associated with construction: **eco-design, energy performance**, responsible building or the circular economy.
- Many manufacturers have also understood the importance of **environmentally friendly production**, and have taken this **outstanding opportunity to innovate, to be more productive and competitive** and therefore to stand out. **It is at Midest that subcontracting reveals its innovative responses to the entire sector**, and in particular the application of its know-how to the environment and/or waste treatment market.

About REED EXPOSITIONS FRANCE- www.reedexpo.fr

Leader in trade and consumer exhibitions organisation, REED EXPOSITIONS FRANCE serves 20 industry sectors with 50 events such as Batimat, EquipHotel, Expoprotection, Fiac, Pollutec, Midest, Nautic... In 2014, its events brought together some 18 000 suppliers together to meet 1,22 million French and foreign buyers.

REED EXPOSITIONS FRANCE is part of Reed Exhibitions, the world's leading events organiser with 500 events and leader on the French market with 2 subsidiaries, Reed Expositions and Reed Midem.

