

# POLLUTEC PARIS

## First speakers announced, Launch of the Young Talent Awards, and Opening of the ticketing

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### Pollutec's new Paris event 26-27 November 2024

Paris Expo - Porte de Versailles, Hall 1, 75015, Paris

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In addition to France and Europe's premier show for environmentally-friendly solutions for industry, cities and regions - organised in Lyon by RX France - now there is a new biennial event for the key environmental and climate sector in all its breadth, to be held in Paris Expo, Porte de Versailles, Hall 1, 26-27 November.



For over 45 years Pollutec has been recognised as the premier show for innovative environmental solutions for industry and climate, towns & cities, and regions. Every 2 years the show in Lyon attracts **tens of thousands of professionals (in 2023 51,000 participants and 2,000 exhibitors of whom 200 were start-ups)**.

To complement this already-iconic event, the Pollutec team have designed a new biennial event, to be held in Paris.

The climate emergency and tightening regulations, coupled with the resulting innovations emerging from industry, demand a more regular opportunity for the ecosystem of ecological transition actors to connect.

This Paris edition is driven by simple geography - it's closer to regions like Western, Northern and Eastern France and Northern Europe, and of course closer to Brussels, home to Europe's Green Deal.

As in Lyon the show takes a **systemic approach**, with all 11 of **Pollutec's major traditional sectors** represented - an approach driven by the environmental challenges confronting both public and private actors.

This year's event will focus on 4 main themes, which are reflected in the Pollutec Paris 2024 programme:

- **Regulation** - *what to understand, what to retain, and how to adapt*
- **Financing** - *for ecological transformation in businesses*
- **Resource** - *circular economy, recycling, use, AI etc.*
- **Employment & training** - *the right training and skills*

A **workshop** area and an **Employment & Training** area will complete the main stage, while **the main stage** will see many leading environmental names from France and Europe coming to discuss and propose solutions to the environmental challenges.

Pollutec is delighted to announce the **first speakers** invited to take the stand in the show's conference areas.



- **Brune Poirson**, Sustainable Development Director at **Accor** will be discussing the importance of **regulation** in the transformation of design and use.
- **Sylvain Waserman**, President of **Ademe** and **Paloma Aba Garrote**, Director of **Cinea** will be jointly addressing the topics of **regulation** and **financing** to discuss the Green Deal 5 years after its roll-out across Europe.
- **Marie Ekeland**, Founder and CEO of the **2050** fund will be explaining the role of **finance** in supporting high-impact projects and businesses.
- **Elin Bergman**, Co-Founder of the **NORDIC CIRCULAR HOTSPOT**, will be speaking on the topic of **Resource** and more particularly on the circular economy.

- **Pierre-Emmanuel Martin**, CEO of **CARBON** will address **employment and training** against the vast backdrop of France's re-industrialisation and needs.



*"We decided in Lyon in 2023 to open up a new space for the sector to meet and discuss issues, with the biennial Pollutec Paris complementing the existing Pollutec to help and support actors facing accelerated climate change impact, new regulations, and so on. This new location also allows us to reach out to Europe and all its regulatory challenges, a central pillar of Pollutec Paris 2024"* declares **Anne-Manuèle Hébert, Director of Pollutec**. *"It's through this systemic alignment with the sector - part of Pollutec's traditional DNA - that we and our ecosystem can collaborate every year to co-construct global action strategies, whether in Paris or Lyon."*

*Photo credit: Alice Prenat for the Portrait Madame studio*

To celebrate this new Paris concept Pollutec is also organising a new competition: the **Young Talent Awards**. Complementing the Pollutec Innovation Awards organised in Lyon - which rewards technological innovations that have strong market potential in the environment sector - this competition aims to showcase **10 innovative projects being incubated right now in Labs at Universities or Grandes Ecoles**. The 10 projects will be presented in a dedicated area beside the Employment & Training Area. Project leaders will come to the main stage on Wednesday 27 November to pitch in front of a jury of large companies and sector experts. The prize for the winner of the Young Talent Awards will be a start-up booth at Pollutec 2025 in Lyon.

Tickets are already on sale on the website: <https://www.pollutecparis.com/en-gb/registration.html>.

If you'd like to request an interview or press credentials, don't hesitate to get in touch at: [pollutec-presse@looksharp.fr](mailto:pollutec-presse@looksharp.fr)

### **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 learn more about the complete 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 a global leader in events and exhibitions, leveraging industry expertise, data, and technology to build businesses for individuals, communities, and organisations. With a presence in 25 countries across 42 industry sectors, RX hosts approximately 350 events annually. [RX](#) is committed to creating an inclusive work environment for all our people. RX empowers businesses to thrive by leveraging data-driven insights and digital solutions. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. For more information, visit [www.rxglobal.com](http://www.rxglobal.com).

[RX France](#) creates high level, world-class and market leader meeting places, covering 15 industry sectors, including MIPIM, MAPIC, Batimat, Pollutec, EquipHotel, SITL, IFTM, Big Data & AI Paris, MIPCOM, Paris Photo, Maison&Objet\*... and many more. RX France's events take place in France, Hong Kong, Italy and Mexico. For more information, visit [www.rxglobal.fr](http://www.rxglobal.fr)

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

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