

**EQUIPHOTEL** PARIS  
THE HOSPITALITY & FOOD BUSINESS PLACE  
6-10 NOV. 2022

# CONSCIOUS HOSPITALITY

6 > 10 November 2022 / Paris Expo Porte de Versailles, France



**PRESS PACK**

OCTOBER 11<sup>TH</sup> 2022



**Béatrice Gravier,**  
Director of EquipHotel  
and the Hospitality & Food  
Division at RX France

# Editorial

In 2022, EquipHotel will focus on “conscious hospitality”.

Conscious hospitality for the sector’s customers and also employees.

Customers are seeking meaning and an experience in a hotel or restaurant.

Employees are calling for better working conditions...

For 5 days, 1,200 French and international exhibitors, along with a host of experts, will practically and precisely meet the expectations of hospitality and food service professionals.

The programme includes: 4 themes, 5 topics, 10 immersive experiences and 100 conference sessions with guidance, advice, sharing and communication.

## BECOMING A CONSCIOUS SECTOR!

Welcoming, receiving, sharing and communicating are the keys to hospitality. Hospitality is constantly evolving, both in the hotel and food service sectors. Habits are changing along with behaviour. Customers are looking for a surprising atmosphere, decorations or décor, and want to be blown away by increasingly personalised services, as they are pampered, taken care of, anticipated and listened to.

### Living spaces for all our lives

In 2022, hotels and restaurants have become spaces to accommodate all our lives. The word “life” is deliberately used in the plural, because customers no longer expect professionals to provide spaces just for sleeping, lunching or dining, but also for working, meeting, creating, relaxing, having fun, recharging their batteries and immersing themselves in a local culture or nature. We therefore need to adapt and show agility, skill and flexibility, becoming more conscious in order to better meet the desires of customers with varied profiles and needs. These customers are increasingly discerning with regard to local food and drink, an area’s unique features and short supply chains. They are asking for more environmentally-friendly processes. Bicycles, electric vehicles, organic products and energy savings are all new strengths for an establishment - all driven by the customer experience.

**“Society is changing. Behaviours and professions are also changing. We have to adapt. EquipHotel will be increasing the number of debates and expert perspectives to help hospitality and food service professionals anticipate, take on board and overcome these changes.”**

**Béatrice Gravier,** Director of EquipHotel

### 300,000 vacancies

The employee experience is also becoming a priority. Attractiveness, well-being at work, remuneration, team spirit, inclusion and loyalty are at the heart of the organisation and the smooth running of a hotel or restaurant. In 2022, recruitment is also a way of being a conscious business. Especially at a time when there is talk of 300,000 vacancies in the hospitality and food service industry in mainland France.

### Post-Covid

This latest edition of the EquipHotel trade show will therefore focus on five “conscious” themes: sustainability, attractiveness, digital technologies, architecture & design, and well-being. These are key issues for positioning an establishment and helping it to stand out from its competitors. They are also key issues for managing recovery after the health and economic crisis, and for meeting the expectations of professionals, their employees and their customers. The sector is in the midst of a brilliant recovery. EquipHotel 2022 provides the keys to succeed in this transformation. With 1,200 French and international exhibitors, a host of experts, around one hundred conference sessions, immersive experiences, debates, workshops and other feedback sessions, we are coming together for five days to find solutions to the day-to-day problems faced by hospitality and food service professionals. As an internationally-renowned trade show, this year with 144 countries represented, EquipHotel needs to come alongside a sector that has suffered for two years. It is a way of us being conscious ourselves.

# EQUIPHOTEL 2022

## CHEF CHRISTOPHE HAY, PATRON OF EQUIPHOTEL

On 27 June 2022, Christophe Hay opened Fleur de Loire in Blois. This 44-room “Relais & Châteaux” hotel with two gourmet restaurants (Amour Blanc and the Christophe Hay restaurant), pastry shop, Sisley spa, swimming pool and one-and-a-half hectare vegetable garden, was created and designed to be environmentally-friendly. Even the 17th century building in which the establishment is located has been renovated with respect for the environment and in line with a commitment to promoting the region of Loir-et-Chérien, so dear to Christophe Hay. It was therefore a logical and even obvious decision for EquipHotel to ask this chef, who was awarded two Michelin stars in his former establishment in Montlivault, to be the patron of this 2022 edition on the theme of “conscious hospitality”.

“We chose Christophe Hay because he is a conscious chef, committed to a human adventure, project, nature and the environment, committed to promoting a region and committed to local and ultra-short supply chains.”

**Béatrice Gravier**, Director of EquipHotel

**With Fleur de Loire, Christophe Hay embodies conscious hospitality through sustainability and local supply**, but also the well-being of his teams at work and their quality of life. He explains that “being conscious should not just be about communication. You need real willpower.” This is the case at Fleur de Loire. The teams, suppliers and producers are all on the same wavelength. This dynamic encouraged the chef to create an asparagus conservatory and to refurbish a 1930s greenhouse, where he now grows around fifteen varieties of citrus fruit, “including the last Collioure citrons”, he confides.



**Christophe Hay**  
Fleur de Loire

### 3 questions for Christophe Hay

#### What material did you choose for the Fleur de Loire project?

**Christophe Hay:** All of the hotel’s furniture is made of wood from sustainably managed and environmentally certified forests (FSC or PEFC certifications). In addition, I’m trying to limit the use of plastic, so the room keys are also made of wood, to avoid disposable cards.

#### What kinds of things have you done when it comes to energy?

**C.H.:** All the light bulbs are LEDs and the building is powered by wind energy. A closed-loop air conditioning system has also been installed, to avoid wasting electricity with energy-intensive heat pumps. Outdoor heating and air conditioning have been excluded from the project. Finally, there are two collapsible

rain barrels in the cellar stores for recovering rainwater, which will eventually be used to water the Fleur de Loire gardens.

#### The establishment blends into its environment without distorting it. How have you achieved this?

**C.H.:** The gardens have been designed as an extension of the Loire River, located downhill from the establishment. Each plant species has been selected because it is endemic to the region and adapted to the Loire valley climate. Finally, we have 1.5 hectares of vegetable gardens around the building, in the centre of Blois, on an area that used to be market gardening land.



© Fleur de Loire

# EQUIPHOTEL 2022

## A CONSCIOUS EDITION

A three-pronged approach is behind the title “conscious hospitality”, chosen for the latest edition of EquipHotel.

**Environmentally-conscious behaviour** is becoming a criterion in choosing a hotel room or restaurant. “Slow tech” and “slow living”, saving energy and sustainable modes of transport are new strengths for an establishment. According to a Greet-OpinionWay study in May 2022, “over 8 in 10 French people are ready for a circular hospitality industry”. Their priorities include the fight against food waste (69%), local sourcing of hotel food products (64%), waste recycling (48%) and the choice of sustainable materials in building construction (36%).

**“In our group, we give people the opportunity to grow and be promoted through the ranks, change establishment and even country.”**

**Philippe Monnin**, Co-founder - hotel group Millésime



**“During any new developments, I always think about how employees are going to relate to guests in every part of the hotel.”**

**Yann Martin**, Director - CUT architectures



Being **conscious of our customers** encourages them to come and, above all, to come back. These customers want to feel confident in the wake of the health crisis, stay connected while experiencing a change of scenery, and benefit from both sustainable and reasonable offers. There are also new behaviours and a desire for experience. Within a single week, customers can now eat a “click & collect” “veggie” burger, book an “economy” room for a business trip, treat themselves to a gourmet meal and spend the weekend in a chic hotel with sea views...

Being **conscious of our employees** helps build team loyalty. Remuneration, flexible working hours, four-day week, continuous training, social climbing, inclusion and well-being at work are all arguments to facilitate recruitment and limit turnover.

# EQUIPHOTEL 2022

## KEY FIGURES

### The hospitality industry in France

There are **17,405** hotels, **175,000** restaurants, **34,826** drinking establishments (bars and cafés) and **6,000** nightclubs in mainland France. In terms of human resources, the French union of hospitality industries and professions (Umih) reports that there are **1.1 million** workers, including **300,000** seasonal workers, and that **30%** of employees are under the age of 30. According to the same source, the sector has a financial turnover of **€90 billion**, representing nearly **8%** of France's GDP.

### The hospitality sector and state guaranteed loans (PGE)

**93%** of hotels, **50%** of restaurants and **35%** of cafés took out a PGE (state guaranteed loan) during the health crisis, for a total of **€11.5 billion**. These companies also borrowed up to **25%** of their annual turnover. / source: Umih

### Hospitality

#### The recovery is now...

According to the latest annual study by the consultancy firm, In Extenso Tourisme Culture & Hôtellerie, on "The performance of the hospitality industry in France", although the revenue per available room (RevPAR) is still down by **37%** compared to 2019, it is better than in 2020. This is the beginning of a recovery. Summer performance, especially in seaside resorts, is a good illustration of this. RevPAR from coastal hotels, excluding the French Riviera where international customers are still absent, is **1%** higher than in 2019, while the average price is **17%** higher. The study also points to the return of business customers to urban areas, thanks to the resumption of trade shows and conferences since September 2021. Top-end and luxury hospitality seems to have absorbed the impact of the health crisis. This can be explained by *an average price increase of 17% compared to 2019*. It will help offset some of the low occupancy rates, particularly in the capital, and also in Roissy and La Défense. On the other hand, medium-sized towns with fewer than 200,000 inhabitants and rural areas are doing well, with revenue per available room **18%** higher than before the crisis and average prices up by **9%**.

### Foodservice

#### On the go

The impact of Covid-19 on the commercial food service sector has been considerable. Turnover fell by **45%** and footfall by **39%**, according to a study by NPD Group. According to the same source, the table service industry suffered the most, losing two thirds of its turnover (**-68%**), compared to **-17%** for fast food. As a result, the "on-the-go" model has become popular in the entire out-of-home food service sector. According to NPD Group, delivery has doubled and drive-through has increased by **75%**. When will things get back to "normal"? The study talks about 2023, describing a new pattern of consumption for French people, who seem to favour speed and flexibility. The only difference is that they still prefer seated service with family and friends as these are outings where the taste experience is paramount.

### Snacking

#### The French love to snack

Despite the crisis, the snacks sector is doing well. According to CHD Expert-Datassential, the firm behind the Speak Snacking 2022 study, more than **5,000** outlets (bakeries and fast food) have been created since 2019. This represents an increase of **13%**. Another finding is that the average basket for fast food is around **€11.50 (+18.5%** in 2 years) and 52% of French people consume snacks at least once a week, at any time of the day. Moreover, the study also confirms the emergence of the 3.0 food service industry: **49%** of French people occasionally order their meals online. 34% of them order via "click & collect" or on the restaurant's website, and **47%** prefer to order from the kiosk in the outlets. Finally, **54%** of French people use delivery platforms at least once a month.

#### PLEASE NOTE

In Extenso and CHD Expert will take part in EquipHotel 2022 for conferences at the Talks Hospitality & Tech - Pavilion 7.1

# EQUIPHOTEL 2022

## AN EDITION INSPIRED BY A TRENDBOOK



Cédric Martineaud, Artistic Director of the 14 Septembre agency, has produced a hospitality trendbook. This trendbook will underpin the 2022 edition of EquipHotel and will also be discussed in a series of 3 conference sessions during the trade show.

### A TRENDBOOK WITH 9 THEMES

- 1. Art & Craft:** the emphasis is on art, craftsmanship and artisans.
- 2. Air:** indoor spaces are intertwining and merging with outdoor spaces.
- 3. Light & day:** working with light to make it modular, offering flexibility, discretion and attraction.
- 4. Turning down the volume:** special care is taken with acoustics.
- 5. Back to intimacy:** comfort and reassurance are considered through furniture designed as a cocoon or a refuge.
- 6. The way of work:** remote working makes hotels look like offices...
- 7. Inner journey:** a place is above all a story and an experience.
- 8. Collective living:** sharing, communicating and living together in hybrid and modular spaces.
- 9. Made with care:** taking care of ourselves, others and the planet. Recycling, local supply chains, nature and natural products...



A carpet that is good for the planet.  
©EGE Carpets



Two in one: SlimWall decorates and improves acoustics.  
©Texdecor



"New Modern" open-space desk designed for two people.  
©Tiptoe

**“For both customers and employees, every space in an establishment needs to tell a story and reveal an identity, as well as having a clear human side and the modularity to be transformed into a living space, whether we’re dealing with a restaurant, café, hotel or third space.”**

**Cédric Martineaud**, Artistic Director of the 14 Septembre agency

### New trends in 3 conference sessions

SUNDAY 6 NOVEMBER 2022

#### From architecture to plates, hospitality cannot be conscious without sustainable development

Today, sustainability is no longer optional but a prerequisite encompassing all facets of the hospitality industry. An endless number of solutions need to be designed, from construction and architectural materials to the products chosen in a menu.

/ Talks Architecture & Design - Pavilion 7.3

MONDAY 7 NOVEMBER 2022

#### The hospitality industry faced with the need for a healthy and invigorating customer experience

While the pandemic has revealed a need for social connection, it also uncovered our requirements in terms of well-being and escape within intimate and timeless cocoons, where people can focus on caring for their spirits and bodies.

/ Talks Wellness - Pavilion 7.3

TUESDAY 8 NOVEMBER 2022

#### The role of arts and craftsmanship in creating human-centred and unifying spaces

Art is a catalyst, capturing sensitivities and driving communication and cultural gatherings. It has become inseparable from the design of thriving community living spaces that remind us of the beauty of the world....

/ Talks Architecture & Design - Pavilion 7.3

# EQUIPHOTEL 2022

## A TRADE SHOW WITH 4 THEMES



### FOODSERVICE

/ Pavilion 4

New trends and habits are shaking up the way people eat in restaurants. On the one hand, delivery and “click & collect” are on the rise. On the other, carving and flambéing in front of guests are making a comeback. The same is true for institutional catering, where people are looking to integrate organic food, experimenting with farm-to-table and short supply chains, including more vegetarian dishes and rethinking meals for the elderly. Everything is changing, including equipment, utensils, accessories, and packaging, with new innovations and increasing awareness of obsolescence and recycling issues.



### DESIGN

/ Pavilions 7.2 & 7.3

Architects, designers and decorators are rethinking the way they design, build and furnish hotels and restaurants. The focus today is on responsible, sustainable and rational approaches, and there is no shortage of innovations for environmentally-friendly living, even in the city. Indoor spaces are merging with outdoor spaces, and nature is being brought into bedrooms and living rooms. Chaise longues by the pool are in. Things have changed, and so have the design rules.



### WELL-BEING

/ Pavilion 7.3

With spas, thalassotherapy, thermal baths, gyms, bathrooms and outdoor spaces, the wellness sector is reinventing itself. Relaxation, well-being, lightness and nature are driving offerings for a younger, working clientele. From jacuzzis to bathrooms and treatment rooms, it's all about comfort, ergonomics and soft lighting. At the same time, staff are being trained in hospitality, with closer attention to their well-being at work. Self-care is for everyone.



### TECHNOLOGY AND SERVICES

/ Pavilion 7.1

Digital tools, websites, applications and social networks are all developing. It's hard to manage a business without them. They simplify the day-to-day operations of professionals, save time, and help recruit and retain customers. Experts and specialists are therefore working hard to train and inform hotel and restaurant professionals and their teams. Turnkey solutions combining user-friendliness and performance are being offered to help professionals maximize their online presence. At the same time, hotel groups are expanding and innovative hospitality concepts are being replicated. Audit firms, banks, insurance companies and other service companies adapt, advise and help, offering precious support at a time when you need to be convincing to attract new recruits.

## A TRADE SHOW WITH 6 FIGURES



**113,000**  
professionals



**4**  
main  
themes



Over  
**1,200**  
exhibitors



**30**  
industry  
sectors



**144**  
countries



**100,000**  
sqm of exhibit  
area

# EQUIPHOTEL 2022

## A TRADE SHOW WITH 5 TOPICS

# 1

### PLANNING FOR THE LONG TERM AND SUSTAINABILITY

#### Good and better for the best

Social responsibility and sustainable development are now essential and force us to adopt a different view of hospitality. It's a whole other way of designing a project, managing a worksite, organising a team and running an establishment, placing local and

short supply chains at the heart. But, in the long run, everyone wins: hotel and restaurant owners, their employees, their customers, their suppliers and... the planet.

[Learn more](#)

#### GOOD TO KNOW

According to the 2021 edition of the *Customer Experience Excellence* (CEE) barometer by KPMG (present at EquipHotel 2022), **58%** of consumers are willing to spend more on ethical products and services. This is proof of customers' commitment to CSR, sustainability and local sourcing.

# 2

### MAKING BUSINESSES MORE ATTRACTIVE

#### Recruiting and retaining staff: major challenges and feedback

All companies are driven by bringing together the right skills, creating team spirit and generating motivation. But in the hospitality and food service sector, which changes at the same breakneck speed as society, attractiveness criteria need to be adapted relatively quickly. This is true while still in

hospitality or food service training. This should be followed by continuous learning, flexible working hours, encouraging remuneration, profit-sharing, accommodation, recognition and other means of valuing know-how in order to win over young talent and retain the loyalty of confirmed talent.

[Learn more](#)

#### GOOD TO KNOW

According to the 2021 barometer of the Collège Culinaire de France (present at EquipHotel 2022), customers going to a restaurant are most looking for a warm welcome, good service and an atmosphere (**99%**), but also fresh cuisine and seasonal produce (**94%**).

## KEEPING A HUMAN FACE ON DIGITAL TECHNOLOGIES

### Handling, rolling out and enjoying the benefits of digital tools

Digitalisation is now integral to the hospitality and foodservice industry. And for good reason as it offers tools, applications and solutions to simplify everyday life for professionals while also strengthening the performance and positioning of establishments. However, while large groups and chains have, on the whole, succeeded in their digital transformation, this

is not always the case for VSBs/SMEs, where teams still need training and information. Furthermore, going digital does not mean eliminating human relationships. On the contrary. The two approaches are complementary, especially when it comes to service, welcome and hospitality.

[Learn more](#)

**GOOD TO KNOW** In summer 2021, delivery and takeaway sales accounted for **51%** of food service activity, according to Food Service Vision. This trend was confirmed by the Speak Snacking 2022 white paper by CHD Expert (present at EquipHotel 2022), produced for the Sandwich & Snack Show: currently, **49%** of French people order their meals online and **34%** do so by using click & collect or the restaurant's website. Another finding is that the share of table service restaurants offering takeaways has risen from **36%** in 2019 to **76%** in 2021. The market share of these establishments with a delivery service was 16% in 2019, rising to **27%** in 2021.

## MAKING GREAT THINGS WITH GOOD PRACTICES

### Layout, design and decorating in the age of "care"

- **Luxury has become a matter of space, air and light.** We no longer want to be burdened by superfluous design. A space combining art and craftsmanship can echo a beautiful gesture, subtle know-how and skills passed down through the generations. We want spaces where nature and natural design are reflected in the materials and where fresh air and the outdoors are essential. This is also true of light, whether it is falling on glasses, cutlery and menus on a table, or flattering materials, details, structures and architecture. All of this also needs to be environmentally-friendly, with second-hand, recycled and sustainable furniture.

[Learn more](#)

**GOOD TO KNOW** The Agéc law in France to fight waste and promote the circular economy imposes new obligations on furniture professionals from 2022. It includes the obligation to collect used furniture from customers and a ban on the disposal of unsold goods.

## FOCUSING ON SELF-CARE

### Well-being at the heart of hospitality

There is a focus on the desire for nature and fresh air with clients searching for new sensations and a break from the big city. Hence the craze for spas, thalassotherapy, thermal baths, the countryside and the mountains. We want peace and quiet, a feeling of escape and to recharge our batteries with natural, organic and local products. The "mountain" destination therefore recorded an increase in occupancy of over 7% during summer 2021, according to KPMG France. However, please note that "slow life" and "slow tourism" do not mean no Internet access. 41% of French people cannot live for more than three days without reading their emails or connecting to the Web (source: KPMG France). So, you will still need to provide sockets everywhere...

[Learn more](#)

**GOOD TO KNOW** Trends that have accelerated since spring 2020 in the tourism sector in France include "reconnecting with yourself, your environment and others", along with "well-being as the purpose of a trip", according to the study *L'industrie hôtelière française en 2021* (The French hospitality industry in 2021), by KPMG France, published in October 2021.

# EquipHotel 2022 turns to Italy

Italy is the guest country for EquipHotel 2022, and will be presenting the best of its know-how in furniture, decoration and the art of hospitality.



Ministry of Foreign Affairs  
and International Cooperation



## A hospitable country

**“Italy is the best represented country outside France** in terms of both exhibitor and visitor numbers,” says Béatrice Gravier, Director of EquipHotel. It therefore made sense to invite Italy for the 2022 edition of our international trade show dedicated to hotel and restaurant professionals. Particularly since the country has 378 Michelin-starred restaurants (2022 edition of the guide) and 50 women with stars in the famous red guide book, the record for the most female chefs with a Michelin star. In addition, the tourism sector accounted for 13.2% of national GDP in 2019, with an

economic value of over €232 billion (source: Veille Info Tourisme, French Ministry of Economy and Finance, August 2019). These numbers dropped off during the health crisis, only to bounce back since 2021. By August 2022, they had nearly returned to 2019 levels. But Italy is also all about design, designers and furniture makers, and is a source of inspiration for hotel and restaurant professionals across the world. That’s a whole number of reasons why EquipHotel has decided to give Italy “carte blanche” during the five days of the show.

## Two Italian highlights

**Among things not to miss at EquipHotel are the Italian pavilions**, with some 65 companies invited by the Italian Trade Agency (ITA), a partner of the trade show. They cover 700m<sup>2</sup> (in halls 4, 7.2 and 7.3), and invite you to discover the best of Italian design, furniture, tableware and decoration, and more<sup>1</sup>. “Carré privé by SICIS” (hall 7.3) is the EquipHotel show’s 80-seat gastronomic restaurant area, set up and decorated

by the Italian company SICIS. It offers an exceptional setting, showing off the excellence of SICIS in the fabrication of mosaics and decoration. Visitors are immersed in a forest-inspired world with lights, graphic effects and raw nature while enjoying a lunch concocted by Chef Philippe Saillard, Head of Culinary Creation at Fleur de Mets, and his sidekick, Pastry Chef Séverine Rol.

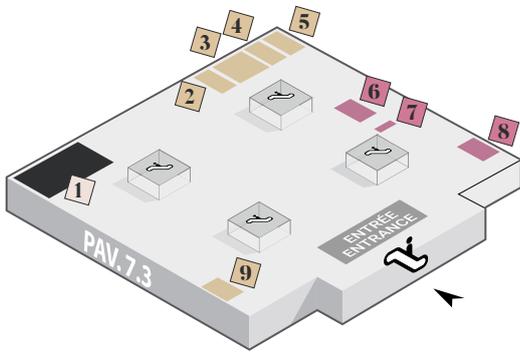
<sup>1</sup> Complete list of ITA exhibitors available [here](#).

## Follow the guide

**Throughout EquipHotel**, a specific trail will be available covering our 140 Italian exhibitors, providing an opportunity to meet them and discover their new products.

# EQUIPHOTEL 2022

## MAP OF THE SHOW



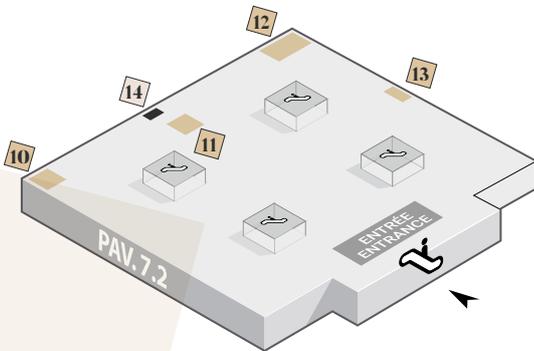
### PAVILION 7.3

#### WELL-BEING & DESIGN

DECORATION  
BUILDING LAYOUT  
OUTDOOR LAYOUT  
SWIMMING POOL / POOL SHELTER  
SPA, BATHROOM  
AMENITIES  
FITNESS & WELLNESS  
LINEN AND PROFESSIONAL TEXTILE

#### ANIMATIONS

- 1 - MAIN STAGE
- 2 - LA TERRASSE
- 3 - TABLE ASTRONOMIQUE
- 4 - VIP BAR
- 5 - CARRE PRIVE
- 6 - ERGO COOK / ERGO ROOM
- 7 - 360° SPORT & LIFESTYLE
- 8 - TALKS WELLNESS
- 9 - TALKS ARCHITECTURE & DESIGN



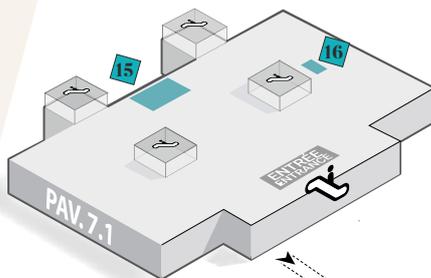
### PAVILION 7.2

#### DESIGN

LIGHTING  
INDOOR LAYOUT  
INDOOR AND OUTDOOR FURNITURE  
BEDDING  
SIGNATURE

#### ANIMATIONS

- 10 - VISITORS' LOUNGE
- 11 - CAPSULE SIGNATURE
- 12 - ROOM
- 13 - INTERIOR DESIGN CENTER
- 14 - MEDIA LOUNGE



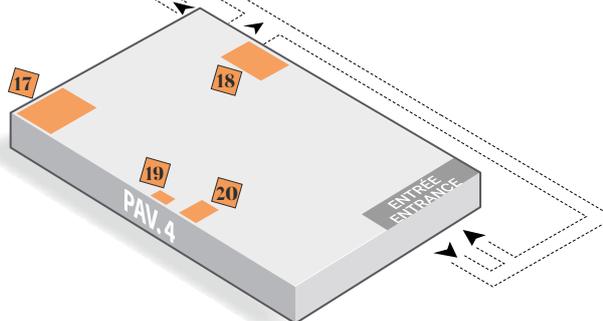
### PAVILION 7.1

#### TECHNOLOGY & SERVICES

MANAGEMENT TOOLS  
SALES & SECURITY  
E-COMMERCE  
MARKETING & DIGITAL COMMUNICATION  
ENTERTAINMENT  
HOTEL & RESTAURANT CHAINS  
CONSULTING & AUDIT

#### ANIMATIONS

- 15 - TALKS HOSPITALITY & TECH
- 16 - SENSES ROOM



### PAVILION 4

#### FOODSERVICE

TABLEWARE  
DISPOSABLE ITEMS  
SIGNAGE  
FOOD PRODUCTS & BEVERAGES  
PROFESSIONAL KITCHEN EQUIPMENT  
BAR, SOMMELLERIE & COFFEE MAKING  
LAUNDRY, HYGIENE & CLEANING

#### ANIMATIONS

- 17 - COMPETITION STAGE
- 18 - CHEFS' LOUNGE
- 19 - FOODSERVICE IN 2030 BY RFE
- 20 - TALKS FOODSERVICE

**VISITORS ENTRANCE**  
GATE A



# FOLLOW THE GUIDE

EquipHotel has designed **13** thematic trails to optimise your visit to the show, and help you get straight to what you need. Whether you're looking for innovations, exports, institutional services, sustainable development, products and services "made in France", Foodservice Equipment Design Award nominees, wellness options or more, just choose a theme and follow the guide.



Innovations



Made in France



Export



Sustainable Development



Communities



Smart Building



Made in Italy



My furniture is French



FEDA



Luxury Hospitality



RFE



Technologie



Wellness

## GOOD TO KNOW 3 ESSENTIAL TRAILS

### WELL-EQUIPPED KITCHEN

Resto France Experts (RFE) have got everything ready for you. Their teams have identified all the innovations at the trade show - including those developed by businesses that are not RFE members - and invite you to follow in their footsteps and discover the latest in kitchen equipment. Itinerary may be customised on request.

### LUXURY

What products are best suited to the luxury hotel industry? Find out by following the selection from Laurent Delporte, a luxury hotel expert. He has been through the EquipHotel show and unearthed the best talent in its field.

### TURNKEY SERVICES

GNI and the MonParcNum.fr platform are working together to offer a trail with companies who can support hotel or restaurant owners wanting to develop their profile on the web or improve customer experience or management of their establishment.

# EQUIPHOTEL 2022

## HIGHLIGHTS

### Immersive experiences

Because opening the door to a hotel or restaurant in 2022 is an immersive experience filled with new sensations, interior architects, designers and landscape architects are boosting their creativity in order to surprise, attract and build the loyalty of each customer. Some of them have designed immersive experiences to discover at EquipHotel.

## ROOM

by Oscar Lucien Ono and Laurent Maugoust

These two interior architects and designers have created a shared room, but with very separate worlds. They share an XXL space in which they project themselves in a seaside villa...

### “Spaces as living rooms”

#### Oscar Lucien Ono



Oscar Lucien Ono  
MAISON NUMERO 20

MAISON NUMÉRO 20  
Rive Gauche

Oscar Lucien Ono wanted a “fragmented” signature suite, which can be understood and discovered space after space, living room after living room. “The alcove-filled décor isolates and stages the spaces as “living rooms” (entrance living room, garden living room, work living room and bathroom living room, etc.), with the clear desire to make people forget the function of the spaces and showcase the *‘Boudoirs of life’*”, he explains. The interior architect adds: “Here we play with the decorative codes of a new-antique house, like a dream of a bygone era.” Drawing on the past to build the present, far from a history museum, this is a hedonistic, contemporary world that plays with curves, ornaments, mirror effects, graphic textiles, plants, weaving

and artistic frescoes. Oscar Lucien Ono gives pride of place to natural materials, such as wicker, plaster and ceramic, earthy colours and sculptural furniture. This décor also subtly pays allusion to Villa Kerylos in Beaulieu-sur-Mer, whose beauty has captivated the decorator, who has a degree in art history and archaeology.

/ Visit in Pavilion 7.2

#### Sponsors\*



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Learn more

Oscar Lucien Ono and Maison Numero 20's references include Hotel MGallery (Paris), the Hyatt Hotel (Düsseldorf - in progress), Hotel Le Tropical St Barth, Paradis Latin and Hotel Elysia (Paris).

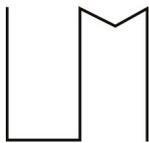


# “The hotel is an extraordinary third place”

## 3 questions for Laurent Maugoust



**Laurent Maugoust**  
Laurent Maugoust  
Architecture & Editions



Laurent Maugoust's references include Hotel Roosevelt (Nice), Hotel Le Bowmann (Paris), Hotel Victor Hugo Kléber (Paris), Hotel MGallery Le 1932 (Juan les Pins - *in progress*), Club Med Marrakesh (*in progress*)

### How do you see hotels in 2022?

**Laurent Maugoust:** Today, the hotel is an extraordinary third place. We build the backdrop to the fantasies of guests who will live out the hotel experience. But the bedroom plays a special role because it is the place of intimacy.

### What did you design for EquipHotel 2022?

**L.M.:** At the heart of our reflection, we focused on showcasing inconspicuous hotel objects and the unique and sometimes unusual expectations of users. Each space is identified by an archetypal object, such as the bed, bath, desk, sitting rooms, table or dressing table, in a sort of hotel mythology. Continuing from “the Greenhouse” presented at EquipHotel 2020, our approach will be collegial. We asked partners working in environmentally-friendly design, including creators, project developers, manufacturers, light designers, buyers and research designers, to create the framework for a new design model. This is a scenographic experience that creates a platform for questioning the place that “hospitality” in the philosophical sense could once again have in the city.

### What is your approach to environmentally-friendliness?

**L.M.:** We no longer use faux leather or solvent-based panels. We ideally try to work in France or in Europe, preferably with artisans. We are looking for know-how and opt for lighter materials that cost less to transport. There is a long list of “good resolutions”. And for EquipHotel, it goes as far as recycling all the materials and equipment used in the room design. This way of thinking about design and decoration echoes the CSR charters promoted by an increasing number of hotels.

/ Visit in Pavilion 7.2

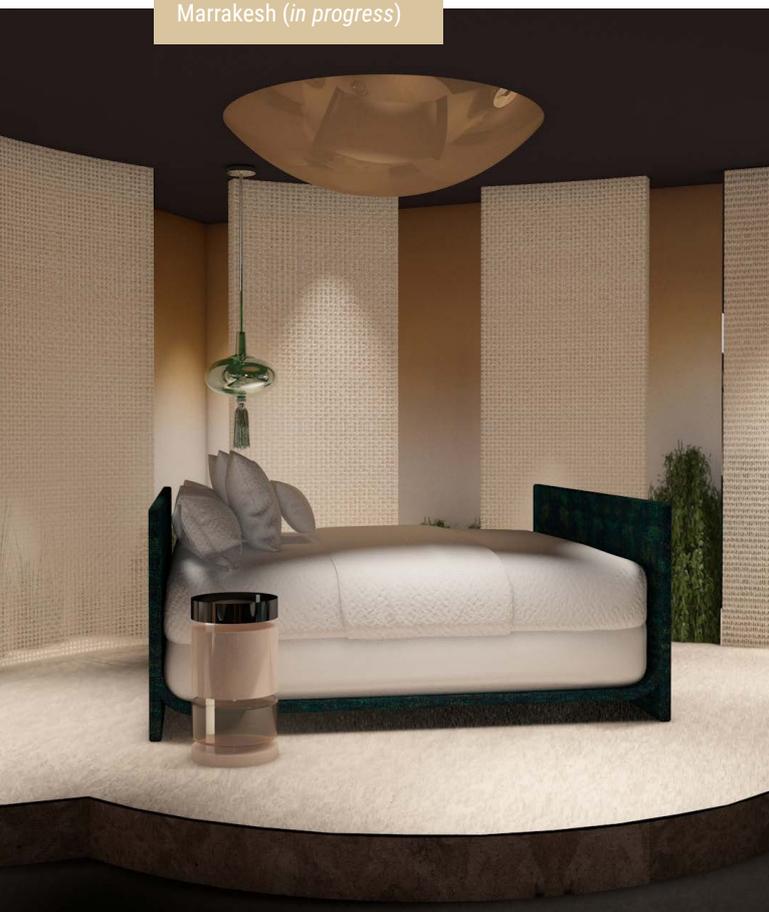
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#### Learn more



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**Pierre-Alexandre Risser**  
Horticulture & JARDINS

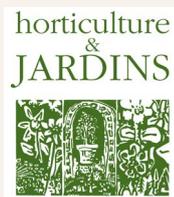
## LA TERRASSE by Pierre-Alexandre Risser

"I lived a happy life among my trees", sang Georges Brassens. This phrase is at the origin of the installation designed by Pierre-Alexandre Risser and his teams from Horticulture & JARDINS. For this 2022 edition of EquipHotel, they have designed a lunch and dinner on a terrace in an urban forest... "For city dwellers, this is about rediscovering nature and the original system that created women and men. It makes our biological clock happy, as it was not designed to spend the day in a windowless office, air-conditioned between 19 and 25 degrees all year round, to drive around and to type on a computer keyboard. Come and enjoy an experience in the midst of plant life... Breathe in, breathe out, in the heart of the clearing, let go and let your senses guide you", explains Pierre Alexandre Risser. Since 1986, Horticulture & JARDINS has been transforming gardens, terraces and balconies into peaceful, private and friendly spaces. Playing with shapes, volumes, colours and textures, these landscape creations mask the constraints of urban

surfaces in order to create planted scenes that look beautiful in every season. Regardless of their size, gardens invite you to reconnect with the rhythm of nature and rediscover the charms of outdoor life.

/ Visit in Pavilion 7.3

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### Learn more

Horticulture & JARDINS' references include the following hotels: Meurice, Paris (75001), La Réserve Paris, Paris (75008), Les Sources de Cheverny, Breuil (28), Victoria Palace, Paris (75006), Hôtel du Sentier, Paris (75002), Mob Hôtel & Mob House, Saint Ouen (93), Pepper & Paper, Paris (75005), Hôtel Villa Saxe Eiffel, Paris (75007), Soho House La Bruyère, Paris (75009) and the following restaurants: Apicius, Paris (75008), Le Divellec, Paris (75007), L'Ambroisie, Paris (75004), Le Patio Opéra, Paris (75009), Régis Marcon, Saint-Bonnet-le-Froid (43290).

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# LA CAPSULE SIGNATURE

by Philippe Coudray

With a number of spaceflights for billionaires, a new kind of tourism is taking off. Space is a fascinating destination, an epic saga and a crazy dream. Ateliers Philippe Coudray wanted to imagine and live out this experience. Embarking onto a capsule specially created for the EquipHotel Signature Space, in partnership with the exhibiting creators, visitors will experience an adventure and dream of future holidays. It is a luxurious and offbeat vision of a hotel room, set on an imaginary planet, with windows from which you can contemplate Planet EquipHotel. Creating an innovative and bright oasis, the shuttle is adorned with fabrics and high-tech materials and is dressed from floor to ceiling in luxurious and atypical textiles. With their keen sense of hospitality and community, this team of experts in the field of fine craftsmanship will present innovations and solutions developed for the hospitality sector. Certified a Living Heritage Company since 2015, Ateliers Philippe Coudray is a quilter and interior decorator faithful to the tradition of upholstery crafts. Here, they play with contrasts on a 1,200m2 project, bringing together 25

French and international exhibitors, including Rubelli, Arte France, Lelièvre, the Mercadier group, Fermob, Ligne Roset and Henryot & cie.

/ Visit in Pavilion 7.2

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**Guest partners\*** HENRI, LUTRON



**Philippe Coudray**  
Ateliers Philippe Coudray



Ateliers Philippe Coudray's 2020-2021 references include The Woodward (Geneva), Bulgari Hotel (Paris) and Airelles Château de Versailles, Le Grand Contrôle (Versailles).

## Learn more



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# Food & drink

Events, performances, meetings and culinary workshops where renowned chefs and young talent rub shoulders, exchange ideas and also compete. It's an original way to allow different generations and skills to mix and mingle. Here are some examples...



## LOCAL PRODUCTS: a new lever for attractiveness

At 4pm on Monday 7 November 2022, representatives from the Collège Culinaire de France (CCF) will debate the importance of having local producers, livestock farmers and suppliers. Why is this becoming a guarantee of quality, efficiency and

sustainability? Why is local supply an asset for positioning a restaurant? What exactly is meant by the term "short supply chain"? And how can we work together better, unite our skills and avoid competition when working in the same district, city and territory? Some answers

are given in the form of experience feedback.

/ **Join us on 7 November at the Foodservice Talks - Pavilion 4**

### THE SHORT SUPPLY CHAIN BY COLLEGE CULINAIRE DE FRANCE

**What if short supply chains were not just about distance?** "It's also about having as few links in the chain as possible. And where different partners are involved, we have to say so and make transparency a real asset," explains Célia Tunc, Secretary General of the Collège Culinaire de France (CCF), who will be at the 2022 edition of EquipHotel. The CCF, which includes 3,000 artisans across France, is convinced

that "the future of culinary diversity and artisanship lies in *high relational value*." To this end, the College has been working to create more opportunities for its members to meet, talk and share, "to inspire and enrich each other." According to Célia Tunc, these include "cooperative ventures" that bring together expertise at "Marchés des Ravitailleurs", "Marchés Complices" and even

the CCF's annual convention. "Our members are delighted," says Celia Tunc. "These exchanges save them time by helping them improve their sourcing strategies and create real connections." "We need to involve kitchen and front of the house teams in sourcing, and make it something that attracts both employees and customers," she adds.

## ONCE UPON A TIME, THERE WERE THE SERVICES OF THE FUTURE:



### 3 generations, 3 points of view

From 10:30am to 12:30pm on Thursday 10 November 2022, Denis Courtiade, Founder and Chairman of the association Ô service - des talents de demain<sup>1</sup>, and Director of the Plaza Athénée restaurant in Paris, will bring together young and established talents to discuss the restaurant business. Every subject is on the table, including education pathways, careers, mentoring, interpersonal skills, working hours, salaries, breaks, well-being at work and recognition... with no taboos or beating around the bush. Young people film themselves and go on stage to better

open up dialogue with professionals and the public at EquipHotel 2022. Three generations (students, thirty-somethings and fifty-somethings) talk about and discuss their experiences in restaurants, explaining what is working and what needs changing... All under the watchful eye of a sociologist, who will comment on their feedback and experiences over the past decades.

/ **Join us on 10 November at the Foodservice Talks - Pavilion 4**



**Denis Courtiade**  
Founding President of the association "Ô service - des talents de demain" and Director of the Plaza Athénée restaurant

<sup>1</sup> The association Ô service - des talents de demain was created in July 2012, with the aim of bringing together and better supporting the professionals of today and tomorrow, within a constantly changing world. Ô Service invites actors to engage in discussion and comparison to drive forward and promote a dynamic yet sometimes battered profession. Through various awards, contests, symposiums and events, the association brings together actors, experts, media and professionals to provide its members with all the information they need about changes within the hospitality sector.

# CHEFS' LOUNGE by AW<sup>2</sup>



**Reda Amalou and Stéphanie Ledoux**  
AW<sup>2</sup>

The Chefs' Lounge is a space for meetings, discussion and networking, with breaks, events and entertainment from your first coffee in the morning to an early evening cocktail. The programme includes chic snacks, with sweet and savoury bites, concocted by chefs who are all members of Les Collectionneurs, with a different chef showcased each day. This work is carried out with the help of students from the Ferrandi school in the kitchen and service. Also enjoy happy hours in the late afternoon, with Victor Delpierre, Consultant and 2013 Barista & Cocktail World Champion, accompanied by members of the Association des barmen de France. This lounge is called La Forêt (The Forest), encouraging travel. The AW<sup>2</sup> agency takes visitors into a new dimension and a new ecology, where design, cuisine and nature blend together perfectly. There is instant sensory immersion and total fusion with plants. "Preserving this intimate bond requires us to perpetuate a certain lifestyle, in which we learn to recharge our batteries, dream and enjoy our food", explain the architects from AW<sup>2</sup>. They add:

"The poetry of the forest is omnipresent and wood becomes the main element within a décor in earth tones. There is a central hanging component floating above us like a bewitching canopy. The welcoming carpets remind us of the sense of gravity that roots us. In the centre, there is a large bar that looks like a thousand-year-old tree that has come to rest among its own kind." The materials and equipment also evoke the forest, with raw and natural textures, decorative coverings in autumnal colours, printed recycled carpet, and custom-made drop paper hanging decorations. The wooden furniture further enriches the scene to better immerse visitors into the heart of this woody world. It is a true return to nature.

/ Visit in Pavilion 4

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**Guest partners\*** AECTUAL / DURALEX / MILLESIME BIO / MOLteni & DADA / NICOLAS KEIL / PANE VIVO / PERNOD RICARD / SCHWEPPEs

**Learn more**

AW<sup>2</sup> references include Four Seasons The Nam Hai (Vietnam), Six Senses Crans-Montana (Suisse), Ashar Tented Resort (Arabie Saoudite)



## GUEST CHEFS PROGRAMME



**Sunday November 6th**  
**Sébastien Richard**  
Le République

**Monday November 7th**  
**Gabin Bouguet**  
Le Donjon Domaine  
Saint Clair



**Tuesday November 8th**  
**Edouard Chouteau**  
La Laiterie



**Wednesday November 9th**  
**Emma Destruel et Antoine Sallier**  
L'intangible



**Thursday November 10th**  
**Mélanie Serre**



Les Collectionneurs

**LEARN MORE ABOUT LES COLLECTIONNEURS** Les Collectionneurs bring together restaurants, hotels and travellers with a taste for travel. Curiosity, exacting standards and generosity are the shared values on which the community is founded. In 2022, 540 addresses of restaurants and hotels in Europe, run by professionals who listen attentively to travellers, were selected by les Collectionneurs. To exchange, discover and suggest new addresses, les Collectionneurs come together on [lescollectionneurs.com](https://lescollectionneurs.com)

\* List of partners/sponsors as of 04/10/2022



**Nicolas Thermed**  
THERMED

**THERMED**  
ARCHITECTURE D'INTÉRIEUR  
nicolasthermed.com

# LA TABLE ASTRONOMIQUE

by Nicolas Thermed

This solar and futuristic restaurant is designed concentrically around a sun, shining at lunchtime, and a dreamlike moon in the evening. Hanging light lenses gravitate in the air and encourage contemplation. The fabrics are hushed, graphic and warm, accompanying the comfortable rounded furniture. This "astronomic table" is like a mythical dream world set in a poetic atmosphere, conducive to relaxation and contemplation. Interior designer Nicolas Thermed wanted to create a timeless experience for this restaurant by combining materials and graphics. It tells its own story while offering humans an ergonomic and delicate world.

/ Visit in Pavilion 7.3

**Sponsor\***



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**Guest partners\***

ARTELIER C / IMAGINE / VICOUSTIC

**Learn more**

THERMED's current projects include Boutique Hôtel Riesner (Paris), renovation of the Novotel in Suresnes, renovation of Hôtel Résidence Thalazue (Carnac), renovation of the rooms in Boutique Hôtel Cézanne (Aix-en-Provence), Boutique Hôtel Le Rocroy (Paris).



**THERMED**  
ARCHITECTURE D'INTÉRIEUR  
nicolasthermed.com

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## VIP BAR

**See you in heaven!** The VIP Bar invites all its visitors to an immersive flowery world that defies the seasons. This production is the work of Thierry Virvaire, project manager of the EquipHotel immersive experiences. He explains that inspiration came from "a unique historical document at the Musée des Arts Décoratifs, a technical feat in printing and a tribute to the Second Empire period." It includes colourful plant-based patterns on the floors, ultra-comfortable furniture, an unusual collection of bougainvilleas, along with malachite, amethyst and alabaster lighting. This setting, designed with the help of Made in Grand Est, will also be an opportunity to present the know-how of cabinet makers, mirror designers and gardeners. Finally, a raw metal structure, adorned

[Learn more](#)



with a colourful neon light, adds drama to this new and innovative bar facility, offering a host of creative dishes to discover.

/ Visit in Pavillon 7.3

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## Carré Privé by Sicis

# SICIS

Alongside the Table Astronomique and the VIP BAR, visitors can discover the Carré Privé, the EquipHotel Paris gourmet restaurant. This setting, designed by Italian company Sicis, demonstrates their excellence in the art of mosaics and a holistic decorative concept.

A forest blue world showcases innovative and exclusive materials under a carefully designed lighting scheme. Large leaves invade the space, echoing the naïve paintings of Henri Rousseau. The contrasting black and white geometries come together within a lush and irregular plant world.

Every day, the furniture sets the scene for 40 seated guests to enjoy an exceptional lunch with a unique menu created by Philippe Saillard, Chef and Creative Director, and Séverine Rol, Pastry Chef at Fleur de

[Learn more](#)

Mets, a new company in the closed circle of great Parisian caterers.

The irreproachable and smiling maîtres ds will be accompanied by students from the Ferrandi Paris hospitality school.

Ege Carpets has collaborated on the exclusive textile floors.

EquipHotel has taken on the challenge of an exceptional and friendly décor.

/ Visit in Pavillon 7.3

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LA RESTAURATION  
EN 2030 by RFE

# Foodservice in 2030

by RFE: instant immersion

The latest technological, digital and industrial innovations offer a glimpse of what the commercial food service industry will look like in the future. Resto France Experts is looking at "Food service in 2030" and will give visitors the opportunity to see, touch and test these transformations on its animated stand at EquipHotel 2022. Three trends are already apparent. Starting with activation of the customer experience, which combines friendliness, welcome, interactivity, multi-sensory immersion and more. The search for comfort and well-being in the dining room and kitchen is reflected in user-friendly furniture and tools. Finally, the sustainable and environmentally-friendly nature of food service practices encourage and promote recycling, improved hygiene, energy savings and waste reduction. In this futuristic vision, Resto France Experts imagines how Artificial Intelligence innovations and solutions will take shape

in the out-of-home food service industry to meet the needs and expectations of both customers and food service professionals. These avenues of work and reflection open up great prospects in terms of anticipation, sales management, interactivity, health, well-being and more.

/ Visit in Pavilion 4

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[Learn more](#)

## GOOD TO KNOW

### LES COLLECTIONNEURS MEET AT EQUIPHOTEL

Les Collectionneurs operate across 14 countries, bringing together some 540 establishments and as many professionals with a taste for travel and cultivating the art of hospitality. They have chosen the 2022 edition of EquipHotel to organise their annual convention. It is an opportunity for them to see each other (again), discuss and debate.

## NOTE

Les Collectionneurs are sponsoring the Chefs' Lounge on Pavilion 4.



les Collectionneurs

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Don't miss out:



**l'Ameublement  
français**

**#MY  
FURNITURE  
IS FRENCH**

# INTERIOR DESIGN CENTER

## by Ameublement Français

Over the past twenty years, the hospitality sector has been evolving, changing and transforming. We have witnessed a digital revolution, remote working, lifestyle changes and mixed uses. Since the health crisis, this change has accelerated, with priority given to sustainable development. But hospitality is also appearing in unexpected spaces, like at Dior on Avenue Montaigne... In this kind of context, what is the place of the furniture industry and living space design? What is their role too? Has it evolved

over time? How can it stay in tune with customers' expectations? Ameublement Français is opening this up to debate at EquipHotel 2022, in a space called the Interior Design Center. The programme includes: workshops, meetings, debates, and support in the face of environmental, societal and market changes in the hospitality sector. A different theme will be discussed each day with architects, interior designers, project management agencies, hoteliers, buyers and more:

### SUNDAY 6/11

In 2022, what is the **purchasing process** in the hospitality sector? Do architects, interior designers, designers and decorators, etc. have true power to choose? Who decides? Who takes the lead on a site? How do furniture manufacturers find their place?

### MONDAY 7/11

Hotels and restaurants increasingly embody 'concepts'. Is this **the end of standard solutions**? Is it necessary to "break free of codes" at any cost in order to attract and retain customers? How are furniture manufacturers responding to a demand for lifestyle and the desire to create a "customer experience"?

### TUESDAY 8/11

In 2022, it is difficult to talk about hospitality without talking about **CSR**. But who makes the decision to go sustainable in a hotel or restaurant? How do you encourage a hotel or restaurant owner to take the plunge? What are the right words to suggest it? How does the furniture industry position itself in this new situation?

### WEDNESDAY 9/11

**We no longer go to a hotel just to sleep**, nor to a restaurant just to eat... Consumer behaviour has changed. They expect a lot from a room. In the meantime, restaurant tables or bar counters where you can't plug in a phone charger are suddenly looking really old... How can we meet these expectations? And are these (constantly) evolving hospitality solutions inspiring the offices and homes of the future?



/ Visit the Interior Design Center in Pavilion 7.2

[Learn more](#)

#### NOTE

for this edition of EquipHotel, Ameublement Français has created a "Furnishing Trends Lab", equipped with a materials library.

### ABOUT AMEUBLEMENT FRANCAIS

As an accelerator of its industry and ambassador of the French art of living abroad, The French Furniture Export Group (GEM) supports the development of French furniture and living space manufacturers in all their actions abroad.

The GEM organization has been founded by the French furniture industry and is a partner of the CODIFAB (Committee for the Development of the French Furniture and Wood Industries). Its mission is to accompany French furniture brands in their quest to conquer new markets and to promote the French art of living and French industrial excellence on foreign markets under the banner 'My furniture is French'.

The GEM supports the development of its member companies on international markets through collective projects.

Partners\*



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## ACCOR GOES SPEED DATING

On 8 and 9 November 2022, the Accor Group's "Design & technical services luxury & lifestyle Europe" teams will be hosting designers, architects and interior designers who want to meet them. The idea is to discuss the hotel industry of today and the future. All profiles of professionals are welcome to come and chat and share ideas. To join in, simply make an appointment on LinkedIn. Meetings will be 20 minutes per person, between 10am and 6pm. Theme: "Let's talk design!"

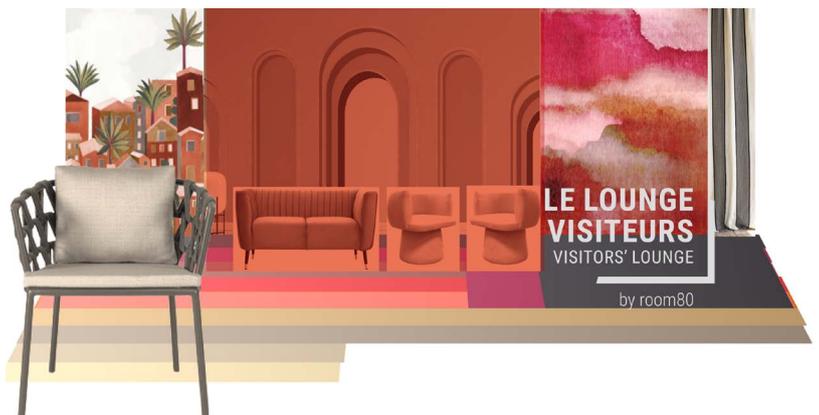
/ [Join us on Pavilion 7.3](#) - [Gastronomic restaurant area](#)

## THE "VISITORS' LOUNGE" by room80

This has been designed as a place for visitors to quietly relax, away from the hustle and bustle of the stands at EquipHotel 2022. Created by room80, a premium furniture brand for the hospitality sector, and Thierry Virvaire, interior designer, scenographer and project manager for EquipHotel, the "Visitors' Lounge" is the perfect place to take a break, send emails or meet up with someone. This 80m2 space is colourfully, tastefully and boldly furnished, and evokes all the different types of room offered by hotels. There's something of everything, including a bedroom, bar, restaurant, terrace and coworking area, with a relevant choice of seats, tables, headboards and more, all from the room80 collections, made in Europe by specialist craftsmen, from sustainable materials. In addition, room80 has worked with selected partners such as Casamance for wallpapers, Balsan for carpet and a-emotional light for steel mesh lighting. It's a mix of know-how and customisation, which embodies the art of living and the art of hospitality.

/ [Join us on Pavilion 7.2](#) - [Aisle A93](#)

**room80**



## CHAMPION SPIRIT: sporting inspiration

Champion Spirit is offering a 360° experience for EquipHotel 2022. This consulting firm specialises in developing strategies for hotel groups and leisure companies, and has come up with an ecosystem that brings together sport, nutrition, technology, well-being, art and art of living. It's the perfect place to offer comprehensive support to individuals and hospitality professionals. Champion Spirit has planned a number of events and demonstrations throughout the show, orchestrated by its "masters of art", all experts in their discipline. Why not try your hand at Muay Thai, boxing, Tai chi or a barre workout?

/ [Join us on Pavilion 7.3](#) - [Stand N43](#)

# Innovations

## Opening up to digital technologies

The arrival of digital technologies in the hospitality industry has completely changed the way employees work, communicate and welcome customers. While new digital and phygital solutions are disrupting traditional approaches to hospitality, their developers are working hard to maintain the human touch, encourage contact and create dialogue with customers. Autonomy, environmental responsibility, simplification and design are at the heart of these tools and solutions, that now have

a key role in the smart hotels & restaurants of the future.

In 2022, EquipHotel will be presenting a selection of applications and other digital solutions with new ways to check in, stay connected to the environment, optimise booking and budget management systems, encourage loyalty, simplify recruitment, take orders, and implement contactless payment.

[Learn more](#)



## Food with a modern twist

Change is afoot in the food we serve. Customers want to be surprised, try new flavours and taste new recipes. Professionals need to adapt to these expectations, and adopt menus inspired by local, regional, environmentally-responsible and “alcohol-

free” products, alongside other remote working behaviours. And they need to cover all meal times, from breakfast to lunch and evening dining, including aperitif and supper options.

[Learn more](#)



# One hundred CONFERENCE sessions to take stock and talk about the future

Hotels, restaurants, design and architecture, new technologies, innovations, wellness and more... are discussed in conference sessions and debates to outline a rapidly changing sector and better understand the expectations of professionals. The programme includes expert points of view and feedback from on-the-ground experiences. In other words: concrete, practical solutions and other avenues of reflection to overcome the crisis and look to the future.

## Here is a selection of some initial highlights:

### Tuesday 8/1 - 10.30AM-11.15AM

#### **HOTELS: HOTREC - HOW CAN NEW EU PLATFORM RULES SUPPORT DIGITALIZATION OF EUROPEAN HOSPITALITY BUSINESS?**

A strong digital presence and effective online distribution strategies are essential for the success of hospitality establishments and hotels in particular. HOTREC, the umbrella organisation for hotels, bars, cafés and restaurants in Europe will present its latest data on hotel distribution and the sector's relationship with OTAs. We will discuss how the recently adopted EU digital policies are an opportunity to level the playing field, tackle illegal offers of services and support the digitalization of hospitality SMEs.

/ [Join us at the Talks Hospitality & Tech - Pavilion 7.1](#)

### Tuesday 8/11 - 12.30PM-13.15PM

#### **DESIGN: MAKING SUSTAINABILITY AN INTEGRAL PART OF THE DESIGN PROCESS**

Too often the quality of a design is measured by its aesthetics, function and cost with sustainability ending up as a nice-to-have. How can we take ownership of our environmental impact? Join a talk to find out how to manage sustainability in design projects. HOTREC, the umbrella organisation for hotels, bars, cafés and restaurants in Europe will present its latest data on hotel distribution and the sector's relationship with OTAs. We will discuss how the recently adopted EU digital policies are an opportunity to level the playing field, tackle illegal offers of services and support the digitalization of hospitality SMEs.

/ [Join us at the Talks Architecture & Design - Pavilion 7.3](#)

### Tuesday 8/11 - 10.30AM-11.15AM

#### **WELL-BEING: TRANSITION AND TRANSFORMATION - HOW TO RESPOND TO THE CURRENT EMPLOYMENT CRISIS IN SPAS**

With wellness in huge demand and client expectations at an all-time high, the industry is facing its greatest challenge – recruitment and retention. Years of under investment in training and education, poor employee working conditions and the pandemic have led staff to seek alternative employment. Facing up to this situation, spas need to invest in their staff wellness and wellbeing programmes, offer a new perspective on working practices and seriously consider turnaround times between treatments. To save the industry we need to work from the ground up. Our therapists are our future and the future is in your hands.

/ [Join us at the Talks Wellness - Pavilion 7.3](#)



# INSTITUTIONAL CATERING : discover the programme

After the health crisis, lockdown, social distancing, teleworking and new approaches to deliveries, the catering industry needs to reposition itself. How? We'll be talking about this at EquipHotel, with ideas from experts and professionals.

**Events not to be missed at the Food Service Talks (Pavilion 4) include a series of conference sessions on current trends in the sector with presentations from key players:**

**Wednesday 9/11 - 2 - 2:45pm**

**INSTITUTIONAL CATERING: CONTINUING TO REINVENT YOURSELF IN THE FACE OF CRISES**

Inflation of agricultural raw materials and food products, new consumer needs, new catering options and sustainable development are all challenges to be met. How can we move things forward across the sector? What kind of stakeholder dialogue needs to be in place to strengthen its essential role? SNRC and Restau'Co offer some answers.

**Wednesday 9/11 - 3 - 3:45pm**

**END OF SINGLE-USE PLASTIC: THE CATERING INDUSTRY TAKES ACTION**

Stainless steel, glass, cellulose... What alternatives are there to plastic cooking, reheating and serving containers used in canteens for schools, universities and children under 6? The French Egalim and Agec Acts are driving professionals to test new avenues. What are they, and how are they doing it? Restoration21 takes stock.

**Wednesday 9/11 - 10:30 - 11:15am**

**"GREEN" KITCHEN EQUIPMENT: SOURCE OF CONFLICT OR PROFIT?**

Whether for a school canteen, retirement home restaurant or corporate cafeteria, institutional catering needs equipment that is energy efficient, ergonomic, suited to requirements and easy to implement. However, in the real world, things are sometimes rather different. Well-designed workstations generate profit and help your teams feel comfortable... Cuisine Pro launches the discussion.

**Wednesday 9/11 - 11:30am - 12:15pm**

**MAJOR CHALLENGES FOR OUR CANTEENS**

Focus on legislative and regulatory changes in institutional catering, followed by a presentation of the "Ma Cantine" platform, a tool providing assistance and advice. A conference session led by L'Autre Cuisine and Cantines responsables.

**Wednesday 9/11 - 4:00pm - 4:45pm**

**WATER USE AND WASTE IN THE KITCHEN**

Water is precious. We have to save it and prevent wastage, or we might end up running short. What are professionals doing in kitchens in this regard? What best practices could you be passing on to your teams? How can you raise their awareness, train them and inform them? Find out in this debate run by FCSI, where we approach water as a social, environmental and economic issue.

# TALKS WELLNESS



A unique panoramic view of an imaginary Tuscany or coastline where life is good... this is the emotional immersion that Senses of Wellness and Isabelle Charrier wanted for their speakers and competitors (French Massage Championship), by entrusting the creation of this dream world to Thierry Virvaire, Interior Decorator, Scenographer and Project Manager for EquipHotel.

A refreshing and friendly terrace, a lounge with comfortable seating, and a display of iconic brands with a historic environmental commitment. Exclusive international designers, Unesco World Heritage industrial craftsmanship, creative light and plant displays, and out-of-this-world plants come together to showcase the expertise of major hotel spas. A place of well-being and hospitality.

/ Visit in Pavilion 7.3

**Learn more**

## Sponsors\*



**Partners\*** BERANGER / FORESTIER / HOTEL MEGASTORE / NESPRESSO PROFESSIONNEL / PAPERMINT / PYROSTONE / ROOM80

**Guest partners\*** CHIC DES PLANTES / EMECO - GUNILLA FREDHOLM / MURIEL UGHETTO / PANE VIVO / PERNOD RICARD / SCHWEPPES / SYMBIOSE KEFIR / TILLANDSIA PROD / ZANAT - GUNILLA FREDHOLM

## NOTE

A series of conferences will be organized throughout the exhibition



\* List of partners/sponsors as of 04/10/2022

## Places to visit:

# SENSES ROOM



The Senses Room was designed by Francis van de Walle to present solutions, equipment and innovations to support people with disabilities. The aim is to facilitate their access to hotels and to create a special experience. This room targets the five senses and well-being for all, without exception. It is an illustration of "design for all", presenting products from new technologies and new therapies, such as

music therapy, light therapy or olfactotherapy. Two guests will be present in this Senses Room: Majbritt Laconis, Patron of the project and former Director of the Mandarin Oriental in Paris, along with Stéphane Houdet, Patron and Flag Bearer of the French Paralympic delegation to Beijing 2021, where he won a gold medal in doubles wheelchair tennis.

/ Visit in Pavilion 7.1



**AFPAPH Partners\*** ACCES +, OKENEEA, FEELOBJECT

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## HOW TO CREATE AN ERGONOMIC DESIGN

The Paris regional health insurance office (Cramif) will be at EquipHotel, presenting an "Ergo Room" and "Ergo Cook". What do these two teaching spaces designed by around fifteen partner organisations have in common? Their innovations to improve working conditions in the hospitality sector.

The "Ergo Room" has systems to make it easier to lift a bed or change a duvet cover and even automatic dry steam cleaning. "Ergo Cook" promotes storage at a workstation; the dishwasher has a hood so that employees can work without bending down; the oven and hood are self-cleaning... This all makes a huge difference every day.

These concrete solutions help prevent MSDs (musculoskeletal disorders) and limit medical leave.

/ Visit in Pavilion 7.3

# Renowned contests

At each edition of EquipHotel, Michelin star chefs, young cooks, students and restaurant professionals challenge themselves to the limits in food and table service contests.

## Great contests include:



### VALO RESTO PRO® AWARDS recognising the best sustainable practices

Synerg and Ecologic are organising the 4th edition of the Valo Resto Pro® Awards at EquipHotel. This contest was launched in 2016 for professional catering professionals offering food or laundry services, with the aim of promoting environmental practices within a circular economy. The criteria considered by members of the jury include energy performance, equipment recycling, food waste reduction and bio-waste management.

/ Join us on 9 November 2022 – Pavilion 4



### CUILLÈRE D'OR: women chefs

EquipHotel hosts the final of the Cuillère d'Or Cuisine et Pâtisserie Awards. This is a first for the trade show and an opportunity to honour women chefs. The contest was founded and is presided over by Marie Sauce-Bourreau, and is only open to female entrants. However, men are invited, with a host of Meilleurs Ouvriers de France winners on the jury.

/ Join us on 9 November 2022, Competition Stage – Pavilion 4



### LE GARGANTUA: contract catering

EquipHotel is once again hosting the La Gargantua contest for the best contract catering cook in France, organised by Restau'Co. This contest is a key event in the contract catering sector and is the highest distinction for these professionals who feed more than 10 million people every day.

/ Join us on 7 November 2022, Competition Stage – Pavilion 4



### JEAN DELAVEYNE AWARDS: joining the main league

The Jean Delaveyne Awards are organised every two years at each EquipHotel trade show. It is considered by food service professionals as one of the greatest national culinary trophies, but also as a springboard for the "Meilleurs Ouvriers de France" contest. This top-level food contest pays tribute to Jean Delaveyne, a Michelin star chef and pastry chef, nicknamed the "Sorcerer of Bougival" due to his creative nature and desire to constantly reinvent himself.

/ Join us on 8 November 2022, Competition Stage – Pavilion 4



### MEILLEUR SOMMELIER DE FRANCE: 3 talents in the final

Last May, 25 candidates took part in the first round of the Meilleur Sommelier de France contest, organised by the Union of French Sommeliers. There are only 7 left in the running. After a semi-final on 19 September 2022 at Vatel in Bordeaux, three of them will face off in the final on 6 November during EquipHotel 2022.

/ Join us on 6 November 2022 on the Main Stage - Pavilion 7.3

### JEUNES BARMEN: 3<sup>rd</sup> edition of this cocktail contest

On the initiative of the UMIH, 20 students and apprentices from high schools and training centres in Ile-de-France will compete in pairs for nearly 3 hours. Each young person has just 12 minutes to make 2 cocktails, one of which must be alcohol-free. Don't miss out on the UMIH stand (Pavilion 4 - Stand B077).

/ Join us on 8 November 2022 at 6pm for the awards ceremony in the Foodservice Talks area - Pavilion 4

### TROPHÉE PASSION: French cuisine in the spotlight

Organised every two years by the Académie Culinaire de France, this international contest aims to promote gourmet French cuisine through a series of events. Chefs from different countries around the world (France,

#### Competition stage's sponsors\*

EUROCHEF FERRANDI PARIS



#### Competition stage's partners\*

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United States, Chile, Luxembourg, Belgium, Morocco, Japan, Mexico, etc.) compete against each other to create 3 recipes for 8 people based on specific themes. On the menu this year: an eggs-based starter, a main course with two farm poultry and a gourmet dessert with coffee. The jury, featuring Meilleurs Ouvriers de France (MOF) and internationally renowned chefs, is chaired this year by MOF and three-times Michelin star chef Éric Pras.

**/ Join us on 6 November 2022,**  
Competition Stage - **Pavilion 4**



### **SHAKER CHALLENGE: first contest by the Association des barmen de France**

It's time for the first ever contest organised by the Association des Barmen de France. It's called the National ABF Shaker Challenge (CNASC) and is open to bartenders in cafés, bistros or saloons, brasseries and restaurants, but also night clubs, cabarets and casinos, and also mixology "pros".

**/ Join us on 8 November 2022,**  
Competition Stage - **Pavilion 4**

### **FOODSERVICE EQUIPMENT DESIGN AWARDS: showcasing kitchens**

EquipHotel and FCSI France have joined forces to create the first ever Foodservice Equipment Design Awards. This new contest aims to reward the best kitchen designs and equipment, whether displayed in the front or back office of an establishment. These awards offer an additional and innovative space of expression for all the Kitchen, Coffee, Sommelier and Bar exhibitors at EquipHotel. A total of three prizes will be awarded this year, in three categories: Front Of

House (lobby, bar, dining room, outdoor areas, show kitchen, show cooking, etc.), Back Of House (central control centre in a restaurant, etc.) and the Expert Jury's Choice Award. The results will be announced in November during the EquipHotel show.

**/ Join us on 8 November 2022, FCSI**  
France booth - **Pavilion 4**

### **5<sup>TH</sup> B.R.A. AWARDS BRASSERIE CONCEPTS**

These awards are led by B.R.A. Tendances Restauration trade magazine and recognise brasserie restaurants who are helping shape the industry with their unique decor, concepts and offerings. These are establishments with a difference which offer inspiration for the profession. NOTE: after the awards ceremony, the managers of the shortlisted establishments will take part in a panel discussion offering "insights and perspectives on new trends" and presenting the keys for a successful French-style brasserie concept.

**/ Join us on Tuesday 8/11 at 2pm -**  
Food Service Talks - **Pavilion 4**

### **1<sup>ST</sup> FRENCH STUFFED CABBAGE CHAMPIONSHIP**

This is a first: Les Artcutiers, a consortium of independent SMEs serving food industry professionals, is organising the first championship dedicated to stuffed cabbage, a traditional charcuterie recipe. It all begins on 13 October 2022 in Paris, at Ceproco, with a final competition round. The awards ceremony will then be held at EquipHotel, with a jury presided over by Fabrice Prochasson, Meilleur Ouvrier de France (Cooking - 1996) and President of the Académie Culinaire de France.

**/ Join us on Wednesday 9/11 Nov -**  
Carré Privé - **Pavilion 7.3**

### **"PERFORMANCE" OF MICHELIN STAR CHEFS at Lab Le Chef**



Lab Le Chef is organising three contests, each with 4 renowned and

talented Michelin star chefs, with very different backgrounds. They work in pairs to face off over one product. Each will have to prepare the recipe of their choice on a specific theme during a 60-minute session. It is a performance requiring creativity, audacity and speed. The idea is to reinterpret and showcase regional products and concoct small bites to then share with trade show visitors.

**/ Join us on 07 November from 1:45pm on the**  
Competition Stage - **Pavilion 4**

### **DIGITAL TECHNOLOGIES: competing solutions**

**EQUIPHOTEL HOSPITALITY ELEVATOR PITCH**  
by MonParcNum.fr

When a hotel or restaurant owner gets stuck in an elevator

for 10 minutes with a digital solutions representative, what do they talk about? The owner's needs and the answers that digital technologies can provide, of course! In partnership with Food Service Factory (from Food Service Vision) and GNI, via its MonParcNum.fr platform, EquipHotel 2022 is organising a competition in which digital solution providers give a 10-minute elevator pitch to professionals from the hospitality industry. These performances are intended to introduce a series of conference sessions on Tech, every afternoon from 6 - 10 November 2022. Entitled "Hospitality Elevator Pitch", this daily event covers topics ranging from digital visibility in the hospitality industry, customer experience, managing an establishment and the role of startups.

**/ Join us on Hospitality & Tech Talks - Pavilion 7.1 - Stand H60**

# EQUIPHOTEL INNOVATION AWARDS

## THE BEST OF EQUIPHOTEL, AWARDED BY A JURY OF EXPERTS

Chaired by Olivier Bon, Co-Founder and Co-Director of Experimental Group, a jury of experts in hospitality and food service will award a series of prizes at EquipHotel 2022.

THE PROGRAMME INCLUDES:

**4** categories: design, tech & services, well-being, foodservice / **2** sub-categories per category: "guest experience" and "workplace well-being" / **24** nominees, **8** awards and **1** "Jury's Choice Award"

Voting will take place in two stages: shortlisting by the jury of experts, then online voting by professionals from 1 to 8 November 2022 inclusive.

/ Join us on **Wednesday** 8 November at 5pm for the awards ceremony on the Main Stage - Pavilion 7.3 - animée par **Loïc BALLE**T, chroniqueur gastronomique.



## JURY 2022



— **Olivier BON**  
President of the jury  
Co-founder of the Experimental Group



— **Bruno BORRIONE**  
CEO - Bruno Borrione SARL



— **Marie-Christine DORNER**  
Founder and Creative Director -  
Dorner Design



— **Matthieu EVRARD**  
President - Hôtels Très Particuliers



— **Ana MOUSSINET**  
Founder and Project Director -  
Ana Moussinet Interior Design



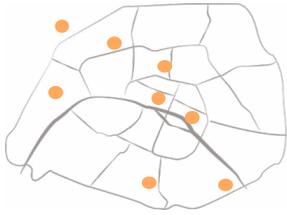
— **Julia ROUZAUD**  
Founder and Creative Director -  
Goodmoods



— **Sylvestre WAHID**  
Michelin-starred chef

**Discover the nominees**

# EquipHotel fringe events



New to the trade show in 2022: EquipHotel in the city. From 6 to 10 November 2022, discover a route featuring the capital's leading hotels. From Brach in the 16th *arrondissement* to Maison Mère in the 11th *arrondissement*, including Paris J'adore near Batignolles, the idea is to create synergy between these establishments and EquipHotel, forge links, encourage meetings, and the sharing of experience and points of view about the rapidly-changing hotel sector.

## Don't miss out...

### EXHIBITORS RETHINKING HOSPITALITY

These exhibitors are committed to sustainable development, innovation and technology... They create the trends of today and tomorrow. Focus on the 1,200 exhibitors (40% international) not to be missed at EquipHotel 2022

#### Discover our exhibitors list

The most innovative among them include:

#### ENVIRONMENTALLY-CONSCIOUS

Adova  
Aluminor  
Balsan  
Culture in  
Eau d'eauteur  
Neosia  
Vescom  
Vif systems

#### WELL-BEING-CONSCIOUS

Artalys  
Atl production  
Capital palace  
Fixacouette  
Meiko  
Pullman  
Robot-coupe  
Vapodil adaxo

#### DIGITAL-CONSCIOUS

Foodles  
Glassinnovation  
Innovorder  
Mootion  
Mypie  
Simon and josef  
Smartlockers  
Sunday app

#### DO-GOOD BEAUTY-CONSCIOUS

Cosentino  
Ege  
Etoffes & déclinaisons  
Malvaux  
M Nuance  
Polyrey  
Sas biossun  
Yana k (plaquette)

#### SELF-CARE CONSCIOUS

Codage paris  
lyashi dome  
Olivier claire  
Payot  
Phytomer  
Swissline  
Thalion  
Themae

## Don't miss out...

### THE eh! TALKS ON eh! ONLINE.

These programmes are broadcast live in French and English, offering a chance to meet with professionals and experts from the hospitality industry, who talk about problems and news in the hospitality and food service sector.

### Here is a selection of eh! TALKS in English:

- How to create a hotel brand with a strong DNA? (4 episodes)
- How the spa affects hotel attendance in the future (and adaptability to the local market)
- How Ghost, Dark, and Virtual Kitchens Became a Staple in Foodservice

You can watch it on replay on: [ehonline.eu/en](http://ehonline.eu/en)



# Contacts and practical info

## Where and when?

**6-10 November 2022**

Parc des Expositions de la Porte de Versailles  
1, Place de la Porte de Versailles, 75015 PARIS

## Press contact

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## Exhibitors

[See the exhibitors list](#)

## The show

[Download the map of the show](#)

## Our partners - Strategic Committee



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