



Imaginer le futur et le découvrir dès maintenant...
www.forexpo.fr

FOREXPO

Le salon européen de la sylviculture et de l'exploitation forestière
15/16/17 JUIN 2016 MIMIZAN

Press release / February 2015

2016: THE YEAR OF FOREXPO

2016: a leap year, an Olympic year, and the year of Forexpo. This quadrennial logging and forestry business gathering will be held in Mimizan, from the 15th to the 17th of June.

The theme for this year's event, "Getting a head start through innovation", will be illustrated in the exhibitions, the demonstrations of forestry equipment in real-life forest situations, the conferences, round tables and business meetings.



Far from the image of a forestry industry deeply rooted in tradition, Forexpo 2016 is the vector for cultivated forestry, and cultivated forestry means permanent innovation: genetic performance with the new generations of Maritime Pine (Pinaster programme), for example, new systems of forestry management in order

to guarantee the quantity and quality of supply to industry, in accordance with the principles of sustainable management, innovative reforestation tools, systems for the transmission of data in real time, greater protection, increased surveillance of the forest massifs via satellite...

Regarding forestry equipment, the emphasis is on reducing the engines' energy consumption, intelligent hydraulic systems, and innovative on-board computer systems. Visitors will be able to see the full range of precision management and exploitation equipment, not forgetting all the elements that contribute to the comfort of the users.

Forexpo is Southern Europe's top forestry trade show – it's written in its DNA. The exhibitors know it: the South West of France is a major gateway for visitors from the Iberian Peninsula.

The 2016 show is an important partner to the major forestry events. Alliance Forêts Bois (AFB) will hold its annual general assembly here in Mimizan.

Finally, Forexpo 2016 will be the epicentre of a worldwide 'cultivated forest' week, since at the beginning of the same week the Region will play host to the 2nd International Conference on Cultivated Forests, organised by the IUFRO (International Union of Forest Research Organizations): to be held in Biarritz on the 13th and 14th of June.

In 2012, Forexpo exceeded for the first time the threshold of 400 exhibitors and 30,000 professional visitors. By December, the 2016 event had already passed the threshold of a hundred exhibitors with 1,300 linear metres of exhibition space, ahead of the event road map.

Press contact: Canal Com Noëlle Arnault – David Chevalier

+33 (0)5 56 79 70 53 - agence@canal-com.eu - www.canal-com.eu

©Fotolia