



## Press release

November 2009

### THE WORLD SWIMMING POOL SHOW CELEBRATES ITS 30<sup>TH</sup> BIRTHDAY 16 to 19 November 2010 in Lyons

The world's greatest pool trend and innovation showcase, the **PISCINE** exhibition will be back with a splash at the **Eurexpo Convention and Exhibition Centre in Lyons from 16 to 19 November 2010**. **PISCINE 2010** will copy the format of the successful 2008 show, held for the first time in conjunction with **AQUALIE** (dedicated to community aquatic leisure and wellness centres) and **WELLGREEN** (focusing on outdoor pool surrounds), to make these four days the forum the entire sector cannot afford to miss. **PISCINE 2010** will offer new growth opportunities to keep pace with the latest trends and stimulate new ideas.



#### **PISCINE 2010: PLACING THE FOCUS ON PRIVATE POOL EQUIPMENT AND DESIGN**

**PISCINE 2010** will represent the entire private pool and spa equipment sector. For its 30<sup>th</sup> birthday, **PISCINE** is moving forward and launching **Piscine Connect**. This original, exclusive concept is designed to help professionals make the very most of their presence at the show, as they do business and seek information.



**Piscine Connect** aims to:

- **Help attendees develop new skills, find information and recruit** through the **Pool Vision training sessions, Jobs Forum** and **early-bird sessions** involving experts present at the show.
- **Innovate and develop added value** by anticipating emerging trends at the show through **studies** and **awards** and the **Pool Vision showroom**, an innovation for 2010 being created by interior design students from the Créapole architecture school to offer pool specialists an attractive showcase in which to present their latest products.
- **Optimise every single contact** through the "**Connect Affaires**" Kit aimed at boosting networking during the show.
- **Promote innovative ranges** through the **100 New Products Podium** and "**Pool Eco Attitude**", a visitor's guide targeting products and services with a particular focus on sustainable development.

**PISCINE 2010** is THE event to put professionals at the forefront of tomorrow's swimming pool and spa markets.



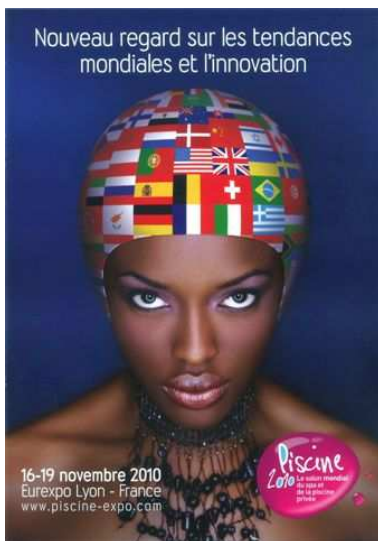
## AQUALIE 2010: THE FORUM FOR AQUATIC LEISURE PROFESSIONALS

In conjunction with PISCINE, **AQUALIE 2010** will showcase the **latest novelties** and **market trends** in aquatic leisure and wellness. Communities' demand for these types of amenity is growing constantly. To provide a comprehensive response geared to these new challenges, **Aqualie 2010 is setting out to stimulate new ideas** and this time will take place over **two days**, at the same time as the **Aqualie public swimming pool and aquatic leisure conference**. The **3<sup>rd</sup> Wellness Meetings**, in the presence of experts, will also discuss the latest in spa design and equipment. Another challenge of **AQUALIE 2010** will be to **keep abreast with the increasing pressure on the sector from new regulations and trends**: wellbeing, safety, sustainable development, jobs, etc. **AQUALIE 2010** will provide a full array of solutions to meet the requirements of any company or community.



## WELLGREEN 2010: ALL THE ASSETS FOR DESIGNING OUTDOOR POOL SURROUNDS

Given the booming market for outdoor living and with gardens now viewed as real extensions to the home, **WELLGREEN 2010** is looking to become the benchmark event for **external design**. The perfect complement to AQUALIE and PISCINE, **WELLGREEN 2010** will offer visitors a broad, varied overview of **solutions and techniques for outdoor pool surrounds** (linings, furniture, games, green spaces, etc.) with a special focus on garden lighting. "**Piscine by night**" will draw all the professionals concerned, whether they be specifiers, designers, landscape artists, distributors or architects, to **all the latest products and services**.



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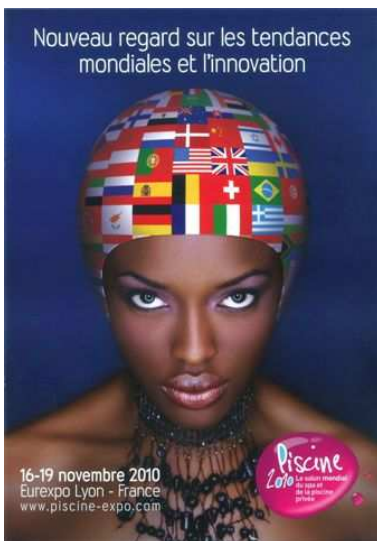
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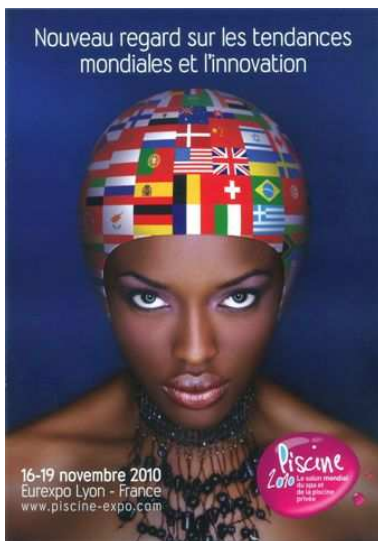
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