

**INTERCLIMA**

Confort et efficacité énergétique



# INTERCLIMA 2024: New Area **Tertiary Solutions**

From September 30th

To October 3rd 2024

Paris Expo – Porte de Versailles



# Summary

1. Report on INTERCLIMA 2022
2. New tertiary solutions area
  - In response to regulatory changes
  - Part of the INTERCLIMA 2024 plan
  - Targets for this area: exhibitors/visitors

# Report on INTERCLIMA 2022

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A 2022 edition marked by the return to **Porte de Versailles**

## THE KEY SHOW FOR THE SECTOR

2022 key figures

**329** exhibitors  
of which 133 International

**79** (24%)  
Convenience, water  
distribution, regulation  
and control

**95** (29%)  
Generators, hot and cold  
water production systems

**38** (12%)  
Renewable energies

**74** (22%)  
Tools and services

**42** (13%)  
Indoor air quality

**152** new exhibitors (46%)

**+6%** leaders (vs 2019)

### THE NEW STRATEGY RESTS ON FOUR KEY ELEMENTS:

#### + FRIENDLY ATMOSPHERE

Return to Paris,  
Porte de Versailles

#### + COMMITTED

Mega trends  
and a CSR approach  
on one trajectory:  
neutral impact

#### + COST- EFFECTIVENESS

A new format

#### + HYBRID

A complete  
digital ecosystem

Visitor numbers **up 41%** in 2022

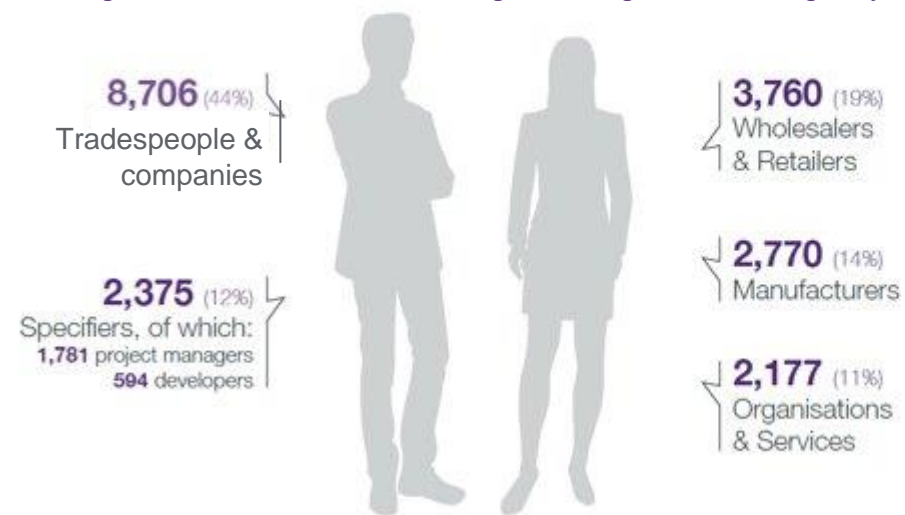
## A RECORD NUMBER OF VISITORS

**42,506\*** (+41%)

\* INTERCLIMA, BATIMAT, IDEOBAIN's badges

2022 key figures

Including 19,787 visitors with Interclima badges, allowing for the following analyses



More than 2/3 of the visitors are involved in the tertiary sector\*

Question: **In which sector are you mostly operating?**

Residential	4 211	29 %
Tertiary	2 298	16 %
Both	7 854	55%
<b>Total</b>	<b>14 363</b>	

\*Among the INTERCLIMA 2022 visitors who answered this question

## KEY FIGURES

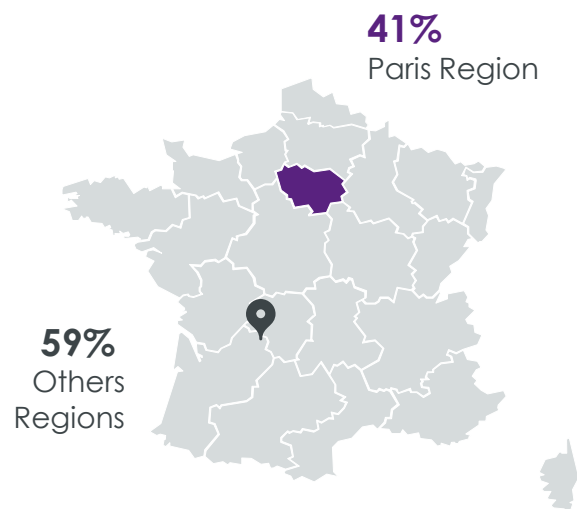




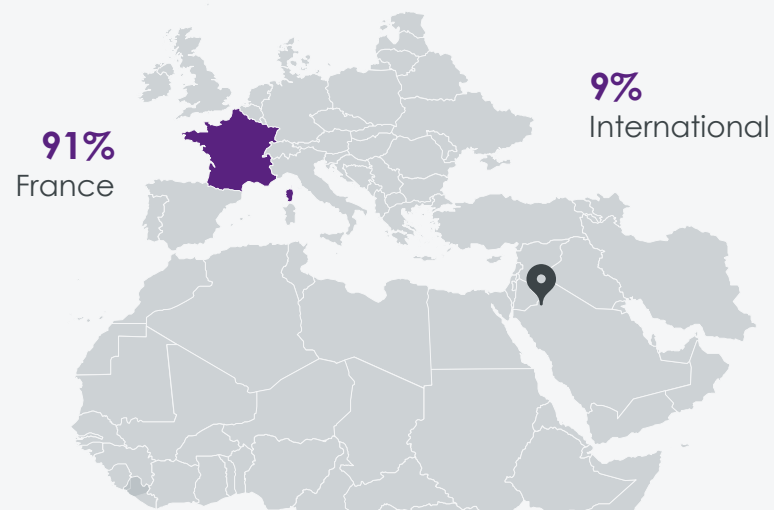
# INTERCLIMA

## Distribution - 19,787 unique French and international visitors\*

\* Flow of visitors with an Interclima badge



**17,974** French visitors; 59% from outside the capital and 41% from Paris Region



**1,813** international professionals (9%) and (91%) from France

## TOP 5 VISITOR REGIONS

- 1 Auvergne Rhône-Alpes
- 2 Haut de France
- 3 Nouvelle Aquitaine
- 4 Pays de la Loire
- 5 Provence-Alpes-Côte d'Azur

## TOP 5 VISITOR COUNTRIES

- 1 Italy
- 2 Belgium
- 3 Germany
- 4 Spain
- 5 Poland

# INTERCLIMA 2022: strong tertiary sector support



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# New area Tertiary Solutions on INTERCLIMA 2024





**Regulatory change**

is a **major challenge**

**facing the tertiary sector  
in the coming years**



2030 goal

- **40 %** energy consumed  
by building

2025 goal

**System for the automation  
and control of buildings**  
(power > 290 kW)

Schools represent

**30% of communal  
building consumption**

(the highest-consuming building type)



Since 2023  
More stringent

**Interior Air Quality**  
monitoring

**50 x ESC** (French Energy Saving  
Certificate) service sector sheets for  
project finance (heat)

**1,001 million m<sup>2</sup> in 2020**  
Total heated area in the service sector

# INTERCLIMA

**Our goal?** To bring together the tertiary sector players under one roof

This area will offer a simplified visitor trail (dedicated signage, activities etc.)

showcasing solutions **for residential, commercial and industrial buildings:**



Sport, leisure, culture    **Hotel - Catering industry**  
**Businesses both large and small**    Education  
Community living    **Offices**    Transport  
Hospitals / Healthcare buildings

# INTERCLIMA

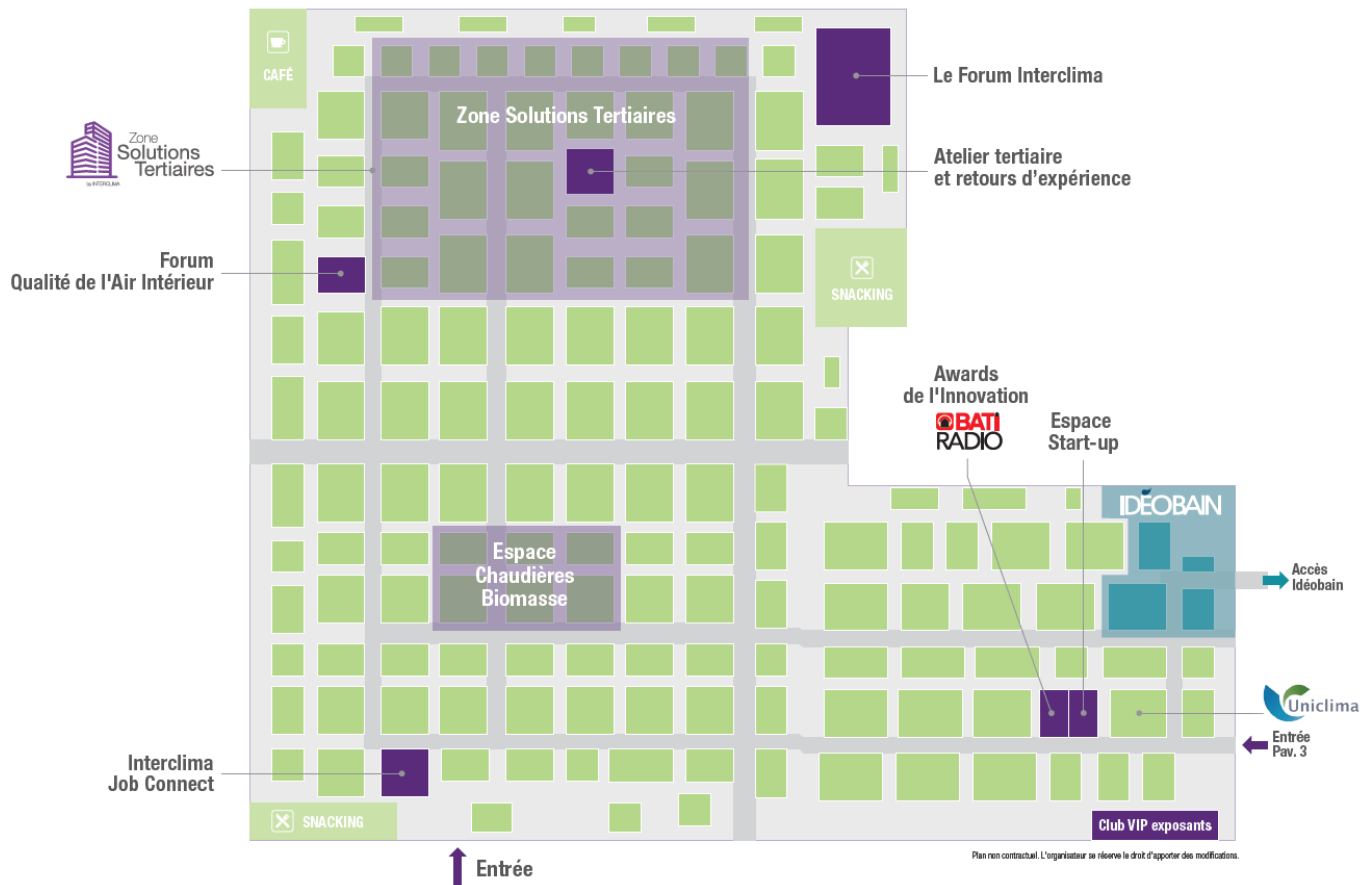
## A selection of exhibitors





# INTERCLIMA

## The exhibitors of our tertiary solutions area



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## The goals of the tertiary sector solutions at INTERCLIMA 2024

- ✓ **Bringing together players** offering service sector solutions
- ✓ A space **close to the industrial leaders** covering all climate control sectors
- ✓ Visibility: **clear signage** for visitors
- ✓ **Activities at the heart of the area**: talks area / Experience Feedback Workshops
- ✓ **Talks programme** aimed at services sector professionals including involvement of unions and associations
- ✓ **Facilitator tools** for following-up leads and measuring performances (badge reader and dashboard)
- ✓ **Dedicated support** for all-year-round communication



### Dedicated programme both ahead of and at INTERCLIMA 2024

- ✓ **Targeted promotional activities** for visitors “identified as service sector”
  - Installation, operation and maintenance companies,
  - Project owners
  - Architects,
  - Technical consultants.
- ✓ Travel arrangement for **leading service sector specifiers**
- ✓ **Communication campaigns** (email shots, social media etc.)
- ✓ A “service sector” category in the **Innovation Awards**
- ✓ A customised ecosystem of **partners, both media and non-media**
- ✓ Special “service sector” broadcasts put out on the **Batiradio podcast**
- ✓ Dedicated talks programme: **Experience-sharing workshops and talks**



# Join **the tertiary sector solution** actors at INTERCLIMA



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**30th september – 3rd october  
2024**

Paris Expo – Porte de Versailles