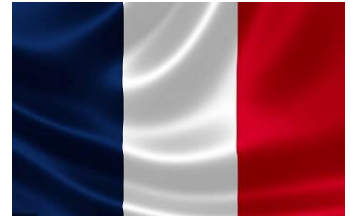


# JOINT DANISH STAND - BePOSITIVE show June 29th to July 1st, 2021 LYON, FRANCE



## Are you interested to participate in a joint Danish Pavilion during the BePOSITIVE show in Lyon?

The Danish Embassy in Paris together with DBDH have made a prebooking for 90-100m2 of exhibition space, which can be shared by up to 10-13 companies. The total exhibition area will be flexible according to the number of participating companies.

### WHY PARTICIPATE?

BePOSITIVE is the only trade show in France dedicated exclusively to energy transition and solutions. Moreover, Denmark will be promoted as Country of Honour, and special focus on district heating will be part of the show. This means Danish speakers will be invited to speak at the main conference, and we will receive invitations to events inauguration.

Co-financed by



**MINISTRY OF  
FOREIGN AFFAIRS  
OF DENMARK**  
*The Trade Council*



**EMBASSY  
OF DENMARK**  
*Ambassade du Danemark*



**DBDH**

We are offering one large Danish Pavilion with the theme “District Heating and Cooling”. The Pavilion will be excellently located in the Energy in Buildings zone and will of course be fully equipped - including high tables/chairs and a presentation screen. Participation gives your company the perfect base for expanding your network within the French district heating sector, with full advantage of the Danish district heating brand which will attract attention from the French audience who are aware of the quality of Danish solutions and technologies.

We will also have the possibility to organize specific seminars during the show addressing the themes most relevant to the French DH & C sector.

## **YOU WILL MEET:**

BePOSITIVE brings together all the building and energy stakeholders. In 2019 the exhibition presented 651 exhibitors and brands (25% from abroad), and 30,000 professionals visited the show.

This huge event is an opportunity to exchange views and look at the current situation in district heating and cooling, take part in seminars and debates in parallel with a large district heating exhibition.

## **CONTACTS:**

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## **PARTICIPATION INCLUDES:**

- \*Exhibition space at the Danish Pavilion
- \*Fully equipped space and refreshments
- \*Exhibition pack for the trade show
- \*Banner on the program of the website
- \*Advertising on the visitors' guide
- \*Denmark as country of honour
- \*Large involvement/solicitation of Danish speakers
- \*Joint activities on the stand: B2B meetings, delegation visits from French private and public stakeholders
- \*Invitations to events inauguration
- \*Focus on DH & C in the event program of the trade show by speakers such as Amorce, Ademe, AuRA Energie Environment, ATEE
- \*Dedicated slots on the TV stage
- \*Unique networking with the French district heating & cooling sector
- \*Danish organized seminars addressing relevant themes of DH & C (optional participation at extra cost)
- \*All planning & coordination by Danish Embassy and DBDH

Co-financed by



**PRICES:**

Due to COVID19 we have been granted substantial co-financing from the Danish Export Council which means we can offer participation in the above event at DKK 16,000 ex. VAT, per company.

**DEADLINE and CONDITIONS:**

If you wish to reserve your place in the event, please sign up by emailing to pz@dbdh.dk - latest 7<sup>th</sup> April 2021.

Payment will be due no later than April 28<sup>th</sup> 2021.

Please note that because of the present restrictions caused by Covid-19 there is a risk of postponement of the trade show. In case of postponement, your payment is transferable to the rescheduled trade show, but we will not be able to propose reimbursement of the fee.

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**DBDH**