

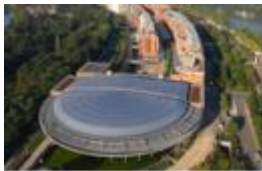
2017, another record year for GL events Group sites in Lyon, France, confirming the city as a major destination for business tourism in Europe

United under the [Lyon For Events](#) banner, the four [GL events](#) venues in Lyon (Lyon Convention Center, Eurexpo Lyon, La Sucrière art and event center, and event activity at the Matmut Stadium Lyon Gerland) achieved record results in 2017, with revenue of €63.6 million, up 11% with respect to 2015 (reference year). Positive performance and outlook are aligned with the dynamics of Lyon Métropole, a destination that continues to grow in terms of business tourism.

In 2017, Lyon venues managed by Lyon For Events welcomed **nearly 550 events**, including 81 trade shows and 57 conferences, representing a total of almost **2.2 million attendees**. The Group's positive results are based on many significant highlights:



Eurexpo Lyon: Results on the rise, thanks to strong performance by flagship trade shows such as Sirha (+10% attendees), Equita (+9%), Solutrans (+34%), and the Automobile Show (+14%). New trade shows welcomed in 2017 include Rocalia, Lyon Gastronomic Exhibition, Lyon Chemistry, Only Light, and Wedding Fair.



Lyon Convention Center: 262 events welcomed in 2017 (compared to 256 in 2016), including The European ESVS Conference (Vascular Surgery), World Bridge Championships, Patrimonia Conference, National Coca Cola Convention, and the Enterprise of the Future Conference.



La Sucrière: A year filled with art and events, welcoming 40 corporate gatherings (gala dinners, product launches, trade shows...), as well as the Contemporary Art Biennial, open the entire second half of the year. La Sucrière welcomed nearly 350,000 people in 2017.



Matmut Stadium Lyon Gerland: The year was marked by the arrival of LOU Rugby, a French rugby team, as well as by event activities held at the legendary Gerland stadium. The venue offers a fresh space for events, which benefit from larger and entirely renovated facilities enabling strong growth, totaling 160 events in 2017.

"Thanks to our structure as a marketplace featuring four prestigious and complementary sites representing a total of 170,000 m² of available space at the Lyon Convention Center, Eurexpo Lyon, La Sucrière, and Matmut Stadium Lyon Gerland, Lyon For Events offers solutions for event organizers that are adapted for all types of events in an attractive destination.

With the Lyon Convention and Exhibitions Bureau, we are helping to build Lyon as a destination and amplify economic benefits for the Metropolitan area. Our goal is to confirm Lyon's position as a major city for conferences and trade shows in Europe."

Anne-Marie Baezner, General Manager of Lyon venues for the GL events Group

Favorable outlook for 2018 and coming years

2018 is also shaping up to show growth with respect to the reference year, **hosting major events at all sites**. Noteworthy events include:

- **A strong year for conventions**, with the Web Conference and Pediatrics Conference at the Lyon Convention Center, and the IXDA (Design) Conference at La Sucrière.

- **Leading conferences** (Piscine, Pollutec, Lyon Fair, Equita...) and **exceptional newcomers** (Sirha Green, Student Convention, Natexpo...) at Eurexpo.
- **Flagship events** such as Lyon e-sport and the “DaVinci” cultural exhibition, a French exclusive hosted at La Sucrière.

The year will also be marked by three major structuring factors:

- **The new Public Service Delegation for the Lyon Convention Center**, effective as of July 1st for a period of 20 years, accompanied by a substantial investment plan that will enable this venue to remain attractive in a context of strong international competition.
- **Continued expansion and major works at Eurexpo**, including the opening of Hall 7 in fall 2018 (€16.5 million in investment), representing nearly 10,000 m² of new space, bringing the site’s total surface area to 140,000 m² to accompany the growth of leading conventions such as Sirha and Equita.
- **Improved public transportation access service to Eurexpo**, with Sytral offering service covering every day events are held at the site starting in September 2018.

The three-year outlook is highly optimistic, in particular with GL events welcoming major conferences such as Global Industrie (over 100,000 m²) in 2019, and confirming other prestigious conferences, including LinuxCon Europe, World Allergy Congress, and The Goldschmidt Conference, which will occupy the entire Convention Center in early July 2021.

[Lyon, a key metropolis for business tourism](#)

Today, Lyon is ranked among the Top 10 European destinations and is well positioned for both international conventions and trade fairs, notably:

- Climbing +12 positions in worldwide ranking, with confirmation as being the 2nd leading area in France in the ICCA (International Congress and Convention Association) ranking, which lists the highest performing destinations in terms of hosting international conferences.
- Joining the Top 14 major European sites ([EMECA](#) ranking), with Eurexpo expansion bringing the space to 140,000 m².

In addition to GL events Group expertise, the recipe for success resides in actions undertaken over recent years, such as:

- **The development of reception as a competitive advantage with the Welcome by OnlyLyon program:** a unique system in Europe for welcoming even the largest events in Lyon.
- **Increased attractiveness of Lyon as a destination**, supported by OnlyLyon efforts.
- **An attitude of working together** to support business tourism, with cooperation involving Lyon Métropole, Lyon Métropole Saint-Étienne Roanne Chamber of Commerce and Industry, and Lyon Conventions and Exhibitions.

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About Lyon For Events - www.lyonforevents.com

The Lyon For Events banner unites the four GL events Group venues in Lyon: Lyon Convention Center, Eurexpo Lyon, La Sucrière, and Matmut Stadium Lyon Gerland. With 170,000 m² of modular interior space, an average of 550 events hosted each year, 1.8 million visitors/participants, and revenue of €63.6 million in 2017, Lyon For Events sites help make Lyon the second largest business tourism destination in France.

About GL events - www.gl-events.com

The GL events Group has been one of the world’s leading players in the event sector for over thirty years. The Group is now present around the world with 91 locations covering all five continents. Generating €953.8 million in revenue in 2017, GL events is organized into three main divisions:

- GL events Live includes activities for corporate, institutional, and sports events, from advisory services and design to event organization.
- GL events Exhibitions drives and manages over 300 private conventions in many sectors, from agri-food to textiles and beyond.
- GL events Venues manages a network of 40 event sites (conference centers, exhibition parks, performance halls, and multi-purpose venues) located in major cities in France and abroad.