



FUNÉRAIRE PARIS | 2021

International funeral trade exhibition

Press Release

November 2021

FUNERAIRE PARIS 2021: A UNANIMOUS SUCCESS!

From Wednesday 17 to Friday 19 of November 2021, all the actors in the funeral industry were finally gathered together at the Paris Le Bourget Exhibition Centre, to renew contacts and develop the activity for professionals in a business environment and a friendly atmosphere for the referent funeral trade exhibition.

This long-awaited edition was exceptional in every aspect. With a new exhibition layout and beautiful exhibitors stands, Funeraire Paris 2021 is clearly characterized by a significant increase in the number of French visitors despite the health context. The profession was highly mobilized, with a quarter of new actors, and there was a general satisfaction in the trade exhibition hall as well as on the stands.

More than ever, the trade exhibition was a unifying event and provided an excellent opportunity for professional exchanges between manufacturers, distributors of funeral articles, operators, and the entire sector. A real place of business, Funeraire Paris 2021 generated numerous orders and projects to be quantified.

A complete and representative market offer among the exhibitors

Funeraire Paris 2021 gathered:

- 187 exhibitors offering a complete and diversified range of products and services showing the tomorrow's market,
- 50 new companies, an increase of 60% compared to the previous edition,
- 17 international companies from 9 European countries (Germany, Austria, Belgium, Croatia, Spain, Hungary, Italy, the Netherlands, and the United Kingdom).

A high-quality audience of visitors from all regions

The exhibitors have unanimously appreciated the quality of the visitors, who were professional, with many decision-makers looking for new solutions and products. A large majority of visitors were looking for innovations, the latest trends, French manufacturing and came to the trade exhibition with specific objectives.

Contacts

Organised by:

Philippe Piot - philippe@salon-funeraire.com - +33 (0)6 03 20 94 69
Monica Camilo Adriaio - monica@salon-funeraire.com - +33 (0)7 64 72 13 07

Paris People Show

Salon Funéraire Paris, 79 rue du Cherche-Midi, F-75006 Paris
info@salon-funeraire.com - +33 (0)1 43 35 46 87
www.salon-funeraire.com





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In total, the trade exhibition attracted more than 5,000 professionals, 12% of whom were international from 40 countries. International visitors were in decrease compared to previous editions despite encouraging pre-registrations. This decrease is clearly explained by the deterioration of the health situation over the last two weeks.

However, French visitors from all over the country largely compensated for this situation with an increase in attendance of 7%! During the 3 days of the trade exhibition, the flow was regular and dynamic with a peak on Thursday.

This was therefore a good performance in the current context of trade exhibitions, which confirms the attractiveness and leading position of Funeraire Paris.

Conferences at the heart of today's preoccupations

The professional partner organisations of the trade exhibition, the CPFM (French Confederation of Funeral and Marble Professionals) and the UPFP (Union of the French Funeral Public Pole), once again developed and conducted conferences on current topics which were a great success. The 3 conferences can be viewed on the trade exhibition's website.

The conference space was full every day for the 3 themes proposed:

- Digitalisation of the funeral industry: Controlling your e-reputation. Conference organised by the CPFM.
- How can CSR (Corporate Social Responsibility) revalorise the profession of funeral operator? Conference organised by the UPFP.
- The funeral ceremony: prospects and developments. Conference organised by the CPFM. This last conference was followed by the final of the first eloquence competition for masters of ceremonies, which was a great success.

We would like to thank all the members of the industry present: exhibitors, visitors, partners, associations, press and professional organisations. Funeraire Paris 2021 will remain in our memories!

See you next: on the 22, 23 and 24 of November 2023 at the Exhibition Centre Paris Nord Villepinte.

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