



# FUNÉRAIRE PARIS | 2023

Salon professionnel international de l'art funéraire

**DU 22 AU 24 NOVEMBRE**

PARC DES EXPOSITIONS PARIS NORD VILLEPINTE

Press release

November 2023

## FUNERAIRE PARIS 2023: AN EXCEPTIONAL EDITION!

From Wednesday 22nd to Friday 24th of November 2023, all the actors in the funeral industry gathered at the Paris Nord Villepinte Exhibition Centre for **FUNÉRAIRE PARIS 2023** to develop the activity for professionals in a business environment and a friendly atmosphere for the referent funeral trade exhibition.

This 19th edition of the industry's leading event was an **excellent crop**:

- the event spaces sold out 2 months before its opening,
- visitors showing a significant increase with more decision-makers than ever,
- exhibitors delighted with their participation and numerous orders,
- a trade exhibition that elevates its standards at each edition, featuring magnificent stands,
- the new Funéraire d'Or Competition, recognizing significant innovations,
- captivating conferences which attracted full audiences with high-quality speakers.

FUNERAIRE PARIS 2023 was **exceptional in every respect**. Thanks to the well-organized layout of the exhibition space and stands, the event was notable for a highly significant increase in attendance from both exhibitors and visitors. The industry showed strong mobilization, and satisfaction was unanimous both in the aisles and on the stands.

The exhibition facilitated **high-quality professional meetings** among manufacturers, distributors of funeral articles, service solution providers, operators, media, and all professionals in the funeral industry. As a true business hub, FUNERAIRE PARIS 2023 generated numerous orders and multiple upcoming projects, confirming its position as an essential B2B trade exhibition.

### Contacts

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## Exhibitors: a comprehensive and representative offer

FUNÉRAIRE PARIS 2023 gathered:

- **217 exhibitors**, representing an increase of 30 companies and a growth of 16% compared to 2021, offering a diversified showcase of the future market,
- **74 new participants**, accounting for one-third of the total and a 48% increase compared to the previous edition,
- **36 international companies**, representing 17% of all exhibitors and coming from 14 countries (Germany, Austria, Belgium, Canada, China, Spain, Greece, Hungary, Italy, Luxembourg, Netherlands, Portugal, United Kingdom and Ukraine).

## Visitors: an increasing quality visitorship

Exhibitors praised the quality of the visitors, who were exclusively professional and decision-makers. A large majority of visitors are looking for the latest trends and are on the lookout for innovations.

The trade exhibition attracted **more than 6,000 professionals**, representing **a 22% increase in attendance** - a level not seen for 20 years.

**International visitors** accounted for **14%** of the total, from **60 countries**.

It is worth highlighting the **19% increase in French visitors**, who came from all over the country, including the French overseas departments and territories, with a peak on Thursday.

This is an **incredible performance** that confirms the attractiveness and leading position of the Parisian trade exhibition.

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## Conferences at the heart of today's preoccupations

The professional partner organisations of the trade exhibition, the FNF (French National Funeral Federation) and the UPPF (Union of the Public Funeral Pole), once again hosted conferences covering current topics that were **highly successful** among visitors. The three conferences can be watched on the homepage of the official website of the trade exhibition.

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

- **Changes in the funeral sector: what alternatives are there to traditional funerals?** Conference organised by the FNF.
- **What does the future hold for non-financial funeral services?** Conference organised by the UPPF.
- **Overview of legislative and regulatory developments in the funeral sector.** Conference organised by the FNF.

This last conference was followed by the final of the second **Masters of ceremonies eloquence competition**, which was a resounding success and generated a great deal of emotion. Brieuc Cazouret of FUNECAP won this year's competition, taking over from Virginie Couppey, winner of the first edition.

## A new and noteworthy Funéraire d'Or competition

FUNÉRAIRE D'OR is an **event within the event** co-organised by the CSNAF (The French Trade Association of the Funeral Industry) and the FNF (French National Funeral Federation) to highlight the manufacturers, distributors and service solutions of funeral professionals who will exhibit at FUNÉRAIRE PARIS.

This year's winners are:

- **FUNÉRAIRE D'OR Products Award** (Elected by the Jury): **PIERRE & CRISTAL** with **Glass Personalized Burial Monuments**
- **FUNÉRAIRE D'OR Services Award** (Elected by the Jury): **GROUPE UDIFE** with **Le HUB Assurance**
- **FUNÉRAIRE D'OR Visitors' Award** (Voted by the visitors): **TELLEMENT LÀ** with **ORA - The solar stel**

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The **Jury** for this prestigious competition was composed of four renowned experts who were present at the ceremony:

- Dominique Vigin, representing the CSNAF,
- Michel Marchetti, representing the FNF,
- Fabienne Gourserol, curator of Les Ulis cemetery and a member of the UFPF board,
- Jordi Vinas, representing the Spanish Federation.

These experts had the challenging task of selecting the winners of the Services Award and Products Award, as well as choosing the 10 candidates proposed to visitors for the Visitors' Award. It is important to note that **CSNAF** administrators exhibiting at the trade exhibition could not apply as candidates for ethical reasons.

**Senator Annick Billon** from Vendée also spoke at the end of the ceremony, testifying to the dynamism of the profession and expressing her support for the entire industry. Her intervention added a political and institutional dimension to the event.

You can watch this unforgettable ceremony on the [YouTube](#) page and the [official website](#) of the trade exhibition.

**We would like to thank all the members of the industry present: exhibitors, visitors, partners, associations, press and professional organisations. FUNÉRAIRE PARIS 2023 will remain in our memories!**

**See you next: on the 19, 20 and 21 of November 2025 at the Paris Le Bourget Exhibition Centre.**

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