



Paris, 10 September 2020

SIMA postponed to November 2022

In view of the current global economic climate and the many uncertainties surrounding the COVID-19 pandemic, the organisers of SIMA have taken the decision to hold the next edition of SIMA in November 2022 (from Sunday 6 to Thursday 10 November 2022).

A DIFFICULT BUT NECESSARY DECISION

Despite receiving the confirmation and support of many leading and loyal exhibitors together with all its partners for the edition rescheduled in early 2021, the SIMA could not be held with full peace of mind in February 2021.

Indeed, the uncertain and extremely constrictive public health situation did not offer the guarantee of total safety to exhibitors and visitors, in particular those travelling from abroad. Furthermore, these circumstances were a hindrance to the organising teams in the smooth and efficient preparation and organisation of this new edition.

Therefore, following consultations with a large number of exhibitors and agricultural machinery market figures, whose production and distribution cycles have been particularly hard hit by today's public health and economic crisis, the decision to postpone the exhibition to November 2022 appeared unavoidable.

REASSERTED AMBITIONS

This exceptional postponement will provide the SIMA teams with an opportunity to design an edition whose leitmotiv will, more than ever, remain "expertise", with even richer content and ever more emphasis given to innovations from across the farming sector in its widest international dimension.

The 2022 edition of SIMA, which will be its hundredth anniversary show, harbours the ambition to be:

- **A meeting for innovation** thanks to the "**SIMA TECH**" sector (a central forum for talks, workshops and networking, a Start-up village, an **exhibition section** bringing together all the New Technology offerings in the show, competitions such as the SIMA Innovation Awards and the SIMA Farming Awards, etc.).
- **A meeting for jobs and training** thanks to the "**SIMA TALENT**" area (visitor trail, job dating centre, etc.)
- **A meeting for information** with a comprehensive programme of talks, workshops and meetings which will address the major subjects that farmers are facing today and will have to address tomorrow.

To maintain close relations with its partners, exhibitors and visitors, SIMA will shortly publish its programme of digital events and meetings which will be held throughout 2021 and 2022.

More than ever, SIMA is set to be the showcase for agriculture in motion.

“In light of the ongoing global COVID situation, we, at CNH Industrial, fully support ExpoSIMA’s decision to postpone the SIMA exhibition until 2022.

We look forward to working with ExpoSIMA, and more broadly with organizers of agricultural exhibitions and fairs, to collaboratively build a positive future for such events.” Thierry PANADERO, Vice President & Head of Agriculture Europe Commercial Operations.

“Given the uncertain outlook regarding the current public health crisis, EXEL Industries understands and supports AXEMA’s decision to cancel the 2021 edition of SIMA. We will be very happy to take part in the next SIMA in November 2022.” Yves BELEGAUD, Managing Director, EXEL Industries.

“John Deere appreciates and supports this decision to postpone the next edition of SIMA which is a wise decision in view of today’s public health conditions. In a medium-term perspective, John Deere would eagerly welcome a broader discussion regarding the rhythm and positioning of the main international trade shows in Europe.” Rémi HANOT, Sales Branch Manager- John Deere France Marketing Division.

“As an equipment manufacturer with several production units in France and throughout the world, the KUHN Group has been a loyal exhibitor at SIMA for decades. Given the public health risks arising from the Covid-19 crisis, the KUHN Group supports the decision to postpone the SIMA 2021 show to November 2020, at which the hundredth anniversary of this iconic exhibition will be celebrated.” Thierry KRIER, President and CEO, Kuhn Group.

“SIMA is one of the biggest trade shows in our profession and MX has been taking part in it for the past 50 years. It has proven to be a source of major opportunities to support our international development. The MX sales team is naturally disappointed to be deprived of this platform for exchange in 2021 but is keenly looking forward to the reunion planned for November 2022.” Franck MAILLEUX, Managing Director for Trade.

“In view of the uncertainty as to the evolution of the public health crisis, SULKY and SKY Agriculture support the decision by EXPOSIMA to postpone the SIMA show to 2022. As long-standing exhibitors at SIMA, SULKY and SKY Agriculture will be present in November 2022 to celebrate the centenary of this trade show which is unmissable for the agricultural machinery community.” Julien BUREL, Chief Executive, SULKY – SKY Agriculture.

About Comexposium

Comexposium is one of the world’s leading event organizers. Globally, it hosts more than 132 B2B and B2C events across many different sectors, significantly in agriculture, construction, fashion, food, health, leisure, real estate, retail, security, higher education and transport. At events, in over 30 countries, Comexposium welcomes more than 3.5 million visitors and 48,000 exhibitors annually. Headquartered in France, Comexposium boasts a workforce of nearly 880 employees, spread over 17 countries: Australia, Canada, China, Denmark, France, Germany, Hong Kong, India, Indonesia, Japan, Mexico, Singapore, Spain, Sweden, the United Arab Emirates, the United Kingdom and the United States. Comexposium is positioned as a creator of exchange and meetings between individuals and business.
www.comexposium.fr

About AXEMA

AXEMA is the French trade association for the Agricultural Equipment industry. Its members include both French and foreign manufacturers of agricultural equipment for the various sectors of crop and livestock agricultural production and producers of equipment for the upkeep of green spaces. AXEMA has 230 member companies, comprising manufacturers (69%) and importers (31%).

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