

Paris, 2 March 2017

SIMA 2017 DELIVERS ON ITS PROMISE

The 77th edition of SIMA, the international trade show for agriculture and livestock suppliers, came to a close today. Over its 5-day duration, the show welcomed 1,770 companies from 42 countries and recorded 232,000 entries including 23% from abroad: a 3% drop compared with the 2015 event.

VISITORS WITH PLANS

In spite of a challenging economic environment, professionals from the farming sector came together at SIMA with the firm intention of looking towards the future with a realistic and optimistic philosophy. Yoann Marchand, Communications and Sales Promotion Manager at Massey Ferguson France noted “a satisfactory atmosphere which was unexpected at this complicated time, and visitors with interesting profiles and projects, in search of technological solutions.”

AN INTERNATIONAL EVENT BY NATURE

Bearing witness to the growing interest in many countries for innovations presented at SIMA, this edition once again welcomed a great many international visitors, such as Harold Korte (Brazil), an online cattle trader, who sees SIMA as “an excellent opportunity to meet all the people that matter in one place.” Another visitor, the Vietnamese dealer Thien Minh, chose to attend SIMA “because it is aimed at all types of agriculture.”

SIMA 2017, PRACTICAL AND INNOVATIVE

With its theme “Being a farmer in 10 years”, SIMA featured a series of new initiatives such as the Start-up Village. With regard to this new highlight, Paolin Pascot, chairman of La Ferme Digitale and Agriconomie, said that he was ‘satisfied that digital innovation has been placed at the forefront of the show. This new forum for exchange gave us a chance to make new contacts, in particular through our workshops (connected devices, farm distribution of the future, etc.), which were extremely popular.”

NEW EVENTS TO FACILITATE NETWORKING

Two new events made their debut at SIMA this year to promote business connections between players from everywhere in the agricultural sector: SIMA Dealers Day-ting with its business meetings between exhibitors and dealers from all over the world, and the SIMA African Summit, which attracted professionals from farming, exhibitors, official bodies and private African operators. These events met with outstanding success and have already been slated for the next SIMA show in 2019.

SIMAGENA, A SHOWCASE FOR INNOVATION IN GENETICS

The SIMAGENA event, featuring cattle auctions and breeding competitions, once again provided the backdrop for meetings and business in the French and international cattle farming community.

www.simaonline.com



#SIMA_PARIS

About the COMEXPOSIUM group

The COMEXPOSIUM Group, one of the world leaders in event organisation, is involved in **more than 170 consumer and trade events**, covering **11 different sectors of activity** such as food, agriculture, fashion, homeland security, construction, high-tech, optics and transport. COMEXPOSIUM hosts **45,000 exhibitors** and more than **3 million visitors** in **26 countries around the world**. Comexposium is developing worldwide through its activities in around thirty countries: Algeria, Argentina, Belgium, Brazil, Canada, China, Germany, India, Indonesia, Italy, Japan, Korea, Monaco, the Netherlands, New Zealand, the Philippines, Qatar, Russia, Singapore, Spain, Thailand, Turkey, the United Arab Emirates, the United Kingdom and the United States.

PRESS CONTACTS: CLC COMMUNICATIONS

Jérôme Saczewski / Elisabeth Meston / Marion Sarrio

6, rue de Rome - 75008 Paris - Tel.: +33 (0)1 42 93 04 04

j.saczewski@clccom.com / e.meston@clccom.com / m.sarrio@clccom.com