

26 FEB. > 02 MARCH 2017

Paris Nord Villepinte - France

2017 REVIEW

THE SECTOR'S CONFIDENCE
IN THE FUTURE

VISITORS



232,000 TRADE ENTRIES



135 countries

TOP 20 VISITING COUNTRIES*

Belgium, United Kingdom, Italy, Spain, Germany, Switzerland, Netherlands, Portugal, Russian Federation, Luxembourg, Tunisia, Turkey, Czech Republic, Morocco, Japan, Canada, Finland, Israel, Algeria, Iran ●●●

*excluding France



23% international visitors, **360** international delegations

EXHIBITORS

1,770 COMPANIES **42** countries

TOP 15 EXHIBITING COUNTRIES*

Italy, Germany, China, Spain, Belgium, Netherlands, South Korea, United Kingdom, India, Poland, Turkey, Canada, Austria, USA, Russia ●●●

*excluding France

SIMAGENA



- **200** breeders
- **250** animals from **8** breeds: Angus, Charolaise, Holstein, Limousine, Montbéliarde, Normande, Rouge des Prés, Salers
- **Auctions**, open shows, genomic presentations, demonstrations, etc.

13 SECTORS

Traction, soil tillage, harvesting equipment, services ● Pro equipment for green spaces ● Irrigation ● Rural and forest area, wood energy ● Services and institutions ● Plant protection ● Equipment for tropical crops ● Growing, harvesting, storage, packing of beets, potatoes, fruit & vegetables ● Handling, transport ● Biogas ● Milking and breeding equipment ● Storage buildings ● Spare parts and components, precision farming, services.

PROGRAMME

Being a farmer in 10 years, a theme developed in several show features:

- the Innovation First Gallery
- the Start-up Village
- the API-AGRO Hackathon and Agreen'Startup competition



25 products including 2 gold medals, 5 silver medals and 18 special mentions



NEW PRODUCTS 650 products declared by exhibitors



20 workshops and conferences

NEW EVENTS TO PROMOTE BUSINESS INTRODUCTIONS:

SIMA AFRICAN SUMMIT bringing together farming professionals, exhibitors, official bodies and private operators from Africa.

SIMA DEALERS' DAY-TING a colloquium gathering together exhibitors and dealers from all over the world.

MEDIA COVERAGE



600 + journalists (54% French, 46% foreign)



46 official visits by representatives from **33** countries:



3,000 + items

of coverage in general interest and trade media: web, print, TV, radio, press agencies

75 reports and interviews on **SIMATV**



Outstanding increase in TV coverage **x 3** compared with 2015 **54** reports on **16** channels!

CROATIA Poland Netherlands Agriculture Ministers GERMANY Italy ECONOMIC AND TRADE ADVISERS FROM FOREIGN EMBASSIES IN PARIS MPs Regional Council chairmen Portugal SPAIN SRI LANKA Hungary CROATIA Israel Junior ministers ZAMBIA BULGARIA Czech Republic USA Zimbabwe TURKMEENISTAN Austria Ivory Coast MAYORS CANADA Senegal RUSSIA INDIA France DIRECTORS Morocco Tunisia Norway Finland

SOCIAL MEDIA



229,128 REACH

(number of people who saw a SIMA post during the show)

FOLLOWERS:

f +13%
t +8%