

### 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 PERU BULGARIA Czech Republic USA Zimbabwe AMBASSADORS SLOVAKIA Qatar Venezuela TURKMENISTAN Austria Ivory Coast MAYORS CANADA Turkey SENEGAL RUSSIA INDIA France DIRECTORS Morocco Norway Finland

**SOCIAL MEDIA**



**REACH** **229,128**

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

**FOLLOWERS:**

**f** +13%  
**t** + 8%