

# SIVAL:

## opportunities to boost your company's international development

### A track record of international renown:

Participants of **55** nationalities in 2020

In 2020, **60 %** of exhibitors welcomed international visitors on their stands

### Participation in SIVAL provides access to targeted international contacts

- Business meeting scheduling via the VIBE international business convention (Vegepolys International Business Event)
- Presence of a delegation of foreign buyers (Europe, Africa, Middle East, Latin America and Asia)
- Workshops dedicated to specific countries powered by experts to provide you with proper advice on export opportunities in international markets.
- Conference programme inviting international experts (VEGEPOLYS VALLEY Symposium, technical interviews, etc.)
- Targeted international media plan

VIBE

In a refreshed dedicated space, the SIVAL international Business convention hosted **140** attendees: **32%** of SIVAL exhibitors **54%** of foreign companies **24** nationalities

**VIBE**  
INTERNATIONAL BUSINESS CONVENTION

Tuesday, January 12<sup>th</sup> 2021  
SIVAL in Angers, France

Over the past 5 editions of the VIBE, around **500 attendees** were gathered and **1400 BtoB meetings** with international buyers were organized.

VIBE VEGEPOLYS VALLEY INTERNATIONAL BUSINESS EVENT



## Exhibiting at SIVAL means:

- Choosing the guarantee and reputation of the SIVAL brand, renowned for its added value: **meeting, business and conviviality.**
- Taking part in a national reference event for all specialized plant production professionals. You are sure to meet your clients and prospects.
- Improving your communication on your products, skills and innovation.  
**Finding innovations and new products is one of the main reasons why visitors come.**
- Multiplying your opportunities to network and discuss key issues in plant agriculture.
- Ensuring optimal geographic and sectorial coverage of your customers and prospects. As the only trade fair, SIVAL is held in an exceptional location, at the heart of production areas and easily accessible by TGV train and motorways from all around France and northern Europe.



## Angers, the plant capital

### Angers, the plant capital...

For two centuries, plants have been the speciality of Angers and the city remains at the forefront of the sector in terms of production, training and research:

- 5,000 jobs specialized in plant production companies
- 450 plant experts (researchers, engineers and technicians)
- 2,500 students in France's leading plant production training center
- Participation of VEGEPOLYS VALLEY, the world competitiveness cluster

### ... the ultimate business destination

Angers is an easily accessible city situated at 1h30 from Paris, the living is easy in this appealing destination ranked best green city in France. It is also a dynamic and connected city, thanks to a cutting-edge ecosystem where innovation goes hand in hand with the hosting of major events.

## Dates and opening hours

**Tuesday 12<sup>th</sup> and Wednesday 13<sup>th</sup> January:**  
9am - 7pm  
**Thursday 14<sup>th</sup> January:**  
9am - 6pm

[www.sival-angers.com](http://www.sival-angers.com)



## SIGN UP!

SIVAL ANGERS / Route de Paris  
49 044 ANGERS CEDEX 01



### CONTACTS

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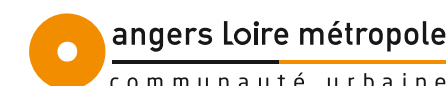
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An event **DESTINATION ANGERS**

With the support of



**SIVAL**  
THE WORLD-CLASS  
TRADE FAIR FOR PLANT PRODUCTION

12, 13, 14 January 2021



## Growing success

With 700 exhibitors from the material and services sectors, and 26,000 french and foreign professional visitors, SIVAL is the business and innovation meeting point in France for plant production professionals.

[www.sival-angers.com](http://www.sival-angers.com)





## ANGERS: THE benchmark destination

**SIVAL**  
takes place  
in **JANUARY**,  
best time of the year  
for production  
professionals  
to travel.



### ANGERS: HOME TO VEGEPOLYS VALLEY, A COMPETITIVENESS CLUSTER DEDICATED TO PLANTS



VEGEPOLYS VALLEY, one of SIVAL's major partners and key actor, was created in June 2019 as the result of the merger between the two competitive clusters Vegepolys and Céréales Vallée-Nutravita. This new center for innovation with an international dimension is well rooted in 4 regions: Auvergne-Rhône-Alpes, Bretagne, Centre-Val de Loire and Pays de la Loire. Its purpose is to federate, both upstream and downstream, all the stakeholders involved in the plant-world's full value chain. From its headquarters located in Angers, the pole has 500 members acting on the botanical field, united around a seven-point innovation plan for increasingly competitive and higher-quality agricultures, also environment and health friendly.



### ANGERS: A LAND OF EXCELLENCE IN PLANT PRODUCTION



**SEEDS**  
Angers boasts worldwide scientific expertise with a number of professional, technical and regulatory bodies, and is reputed for plant production thanks to the presence of major seed companies.



**ARBORICULTURE**  
Western France is the 2<sup>nd</sup> largest tree growing area in the country, and a leading cider producer.



**VEGETABLE PRODUCTION**  
Western France, the 1<sup>st</sup> national producer of vegetables has made SIVAL, the reference trade fair for vegetable production: come to meet producers from all around France and Europe.



**HORTICULTURE**  
Angers is the capital of the leading French region for horticulture and plant nurseries, for example, 25% of all European hydrangea production.



**WINE GROWING**  
The Val de Loire ranks 3<sup>rd</sup> wine-growing region in France for production and achieves excellent results. Come to win over new prospects!



### A FAST-GROWING TRADE FAIR



**In 2020, SIVAL launched a new 4000m<sup>2</sup> hall that will be renewed in 2021.**



**+ 27 %**  
audience since 2016

APPROXIMATELY  
**26,000 VISITORS**

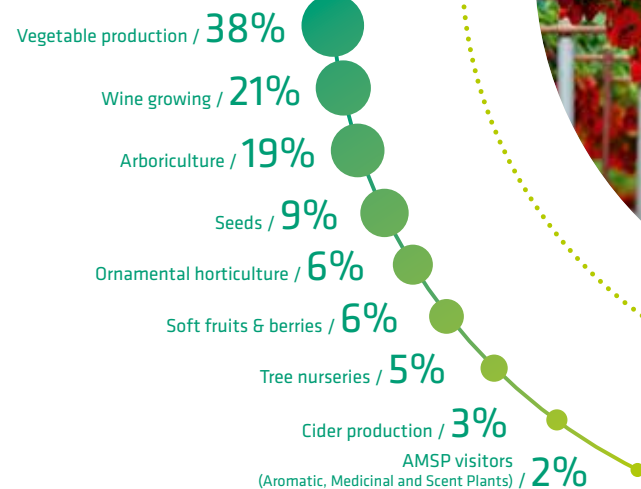


**+ 25 %**  
over the past 5 editions

**700**  
EXHIBITORS



### TARGETED AND QUALITY VISITORS



Breakdown of visitors by business sector in 2020  
(Several business activities possible - total over 100%)

## SIVAL: a major business event for professionals of the sector

Join the  
community  
of specialized  
plant production  
professional on:



### SIVAL HAS PROVEN ITS WORTH

**98 %** of exhibitors consider visitors to be interested, not to say very interested.

**93 %** of exhibitors are satisfied with the organisation of the fair.

**90 %** of 2020 exhibitors plan to take part in the SIVAL 2021.

2020 visitors awarded SIVAL a **16/20**



### SIVAL: 100% PRO

#### SIVAL a trade fair organised for and with professionals,

Chaired by Bruno Dupont, SIVAL Steering Committee made up of Vegepolys, technical and professional organisations for specialised plant production.



## SIVAL: At the heart of the AGTECH movement



### SIVAL is a showcase for innovation

#### SIVAL is a place for professionals to meet and exchange ideas

Every year the SIVAL steering committee puts together a programme of conferences and special events focusing on the challenges shaping the future of agriculture. Industry events, seminars, symposium or short and interactive contributions; around 140 experts and speakers will be attending to provide adequate solutions to professionals for the future of their farm.



#### A SPACE DEDICATED TO INNOVATION

Is your company a start-up with less than 3 years' experience, with a totally innovative product?

Our innovative zone is the perfect spot for you. Get in touch for more information.

#### High-profile contests to find and champion innovative products



#### THE SIVAL INNOVATION COMPETITION

Technical and service innovations for plant production professionals are unveiled at SIVAL.

In 2020, the SIVAL INNOVATION contest attracted just over 70 submissions, the French competition dedicated to all plants production.



**Crédit Mutuel**  
Crédit Mutuel, SIVAL Innovation's partner



#### THE AGREEN STARTUP CONTEST

Drawing a bridge between agriculture and innovation, the Agreen Startup contest is based on an idea developed by the Chamber of Agriculture in Pays de la Loire giving students and professionals in the production field the opportunity of designing ambitious new projects.



**AGREEN STARTUP**  
**SIVAL**  
AGRICULTURES & TERRITOIRES  
CHAMBRES D'AGRICULTURE