



2024
JAN. 16 > 18
EXHIBITION CENTRE
ANGERS - FRANCE

THE FUTURE OF PLANT PRODUCTION STARTS HERE



- **SIVAL, the equipment and technology exhibition for the crop production of tomorrow**
Equipment, agricultural supplies and services for producers of fruits, vegetables, wine, cider, seeds, flowers...
- **SIVAL, the national and international benchmark show**
Here, producers can **meet** their suppliers, **discover** new products and **take part** in seminars and discussions on current issues for their industry.

→ **At the heart of a region, capital of plant production :**

Maine-et-Loire



Among the
world leaders
for seeds



1st national rank
for horticulture and nurseries



3rd national rank
for arboriculture



Home
Of Vegetolys Valley (plant training and research centre)

The Loire Vineyards



3rd major French vineyard
By AOC volume, listed as UNESCO world heritage

Pays de la Loire



Includes **22 050** operations

THE SIVAL RANGE



An exceptional range on offer in terms of agricultural machinery, services and agricultural supplies for producers of fruit, vegetables, wine, cider, seeds, flowers, etc.



The technical fair for the entire wine industry in the Loire Valley and beyond with major suppliers and technical operators in the sector



The French technical fair for the production of medicinal and aromatic plants



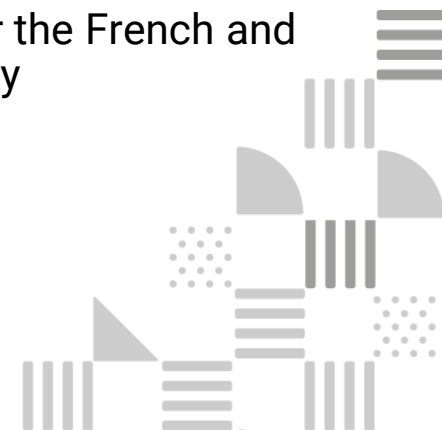
The undisputed national leader for the fruit and vegetable sector



Angers, a world reference in the seed sector. SIVAL is the only show to host all vegetable seed and seedling companies operating on French soil



The technology fair for the French and European cider industry





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SUMMARY OF SIVAL 2024



- **37th edition**
- **705 exhibitors in 2024 (703 exhibitors in 2023) including 15% international exhibitors**
- **24 777 visitors in 2024 (25 028 in 2023)**
- A good level of overall satisfaction
- International attendance: **55 nationalities** compared to 56 en 2023, delegations from Top Buyers (Portugal, Romania, Poland, Senegal, Ivory Coast etc.), **More than 500 BtoB meetings (VIBE)**
- **More than 3000 participants in the conference & forums spaces, with agroecology and its practices as a strong focus**





2024
JAN. 16 > 18

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VISITORS

2024



GEOGRAPHICAL ORIGIN

- 95% of visitors came from France:
 - 72% from Western regions : Pays de la Loire, Centre, Brittany, Normandy (70% in 2023)
 - 28% from other French regions the most represented of which are :
 - New Aquitaine, Île-de-France, Auvergne-Rhône-Alpes, Occitanie, and Hauts-de-France

- 5 % come from abroad (4% in 2023), i.e. 1 238 foreign visitors
- 55 nationalities present

The most represented countries are (in descending order):

- The Netherlands, Spain, Belgium, Switzerland, Italy, Germany, Algeria and Senegal.



PRODUCER ACTIVITY

41 % of visitors are producers or work on a farm

Producer activities (% attendees / multiple choice)	% 2024
Vegetables	38
Fruits	22
Wine	24
Horticulture	10
Cider	2,3
Nurseries	7,9
Seeds and seedlings	9
PAMP	2,5
New sectors	2
Cereals	13



DAY AND REASON FOR VISIT

Feedback rate: 6 %

They came :

- 30 % on Tuesday
- 41 % on Wednesday
- 29 % on Thursday

12,8 % of visitors came over 2 days or more *(figures from the scan)*.

Reasons for visiting

(Multiple choices)

- 59 % : Discover new products (62% in 2023)
- 55 % : Meet suppliers (59% in 2023)
- 50 % : Meet professionals in their field (50% in 2023)
- 44 % : Learn about the technical development of equipment (49% in 2023)
- 30 % : Find out more with a view to making a purchase (46% in 2023)
- 05 % : Buy (4,5 % in 2023)



SATISFACTION

- 92 % of visitors found the products they were looking for (90% in 2023)
- 97 % were satisfied with the reception to the show (98% in 2023)
- 65 % with the catering (68% in 2023)
- 96 % with the number of exhibitors and 96% with the quality of stands
- 95 % with the SIVAL programme (conferences, forum, etc.)

Visitors satisfied with their visit

Score for SIVAL:

16,4 / 20

(16,1/20 in 2023)

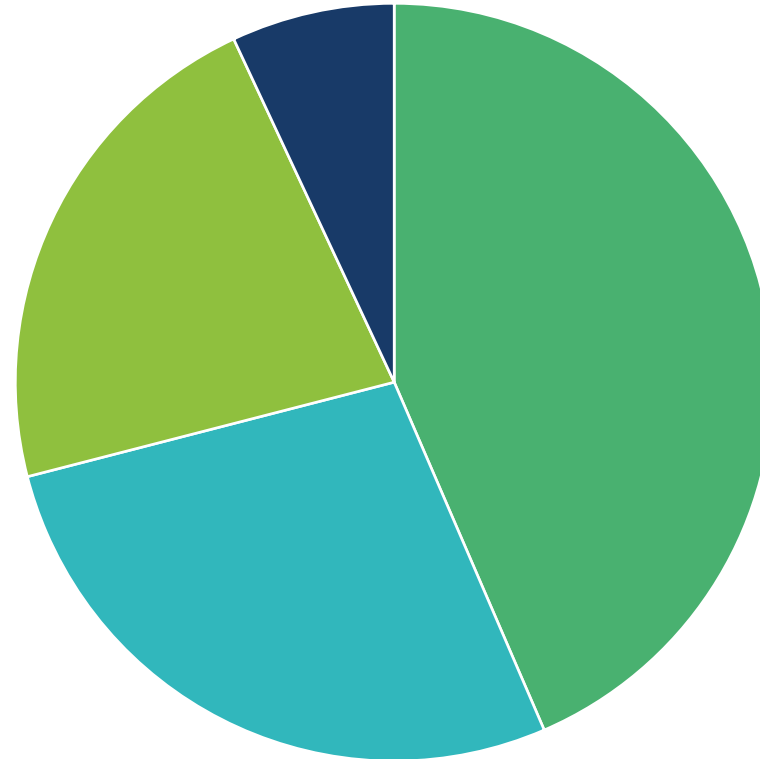


SIVAL'S REACH

23,4 % think SIVAL has international reach
(22,8 % in 2023)

28 % European reach
(28,4 % in 2023)

9 % regional reach
(7,2% in 2023)



40 % national reach
(41,6 % in 2023)

83,6 % of visitors think that SIVAL meets the challenges of tomorrow's agriculture





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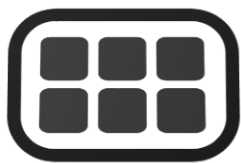
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EXHIBITORS

2024



THE EXHIBITORS



20,000 m² of STAND
SURFACE AREA



705 EXHIBITORS



15% INTERNATIONAL
EXHIBITORS

DEDICATED HUBS:



INDUSTRY RESEARCH
& TRAINING Hub
by VEGEPOLYS VALLEY

A
"YOUNG SPROUTS"
space (younger than
3 years old)



A
"NEW SECTORS"
space with VEGEPOLYS
VALLEY

GENERAL SATISFACTION

Feedback rate: 11,6 %

Average rating of business contacts:

7 / 10

7,1/10 in 2023



Average recommendation score for a company to exhibit:

7,6 / 10

7,1/10 in 2023

SIVAL average score:

7,5 / 10

7,3/10 in 2023



SATISFACTION / CONTACTS / RESULTS

Did visitors seem:			
	2024	2023	2022
Very interested	26,6 %	22 %	5,1 %
Interested	66,7 %	70,7 %	79,2 %
Not particularly interested	6,8 %	6,7 %	14,2
Not interested	0 %	0,6 %	1,3 %

Your commercial results for 2024 compared to 2023 (for previous exhibitors):			
	2024	2023	2022
Above	24,5 %	55,8 %	2,6 %
Equal	30,7 %	16,3 %	3,9 %
Below	21,9 %	9,1 %	50 %
Too early to tell	10,4 %	11,5 %	3,9 %
Not relevant (new exhibitors)	12,5 %	7,3 %	20,7 %

96,3 % of exhibitors achieved their objectives to raise their profile,
 93,8 % to promote new products,
 89 % to deal with new partners,
 And 83,4 % to do business.

SATISFACTION / CONTACTS / RESULTS

Would you say that SIVAL is a show on the following scale:			
	2024	2023	2022
Local	1,5 %	1,8 %	1,3 %
Regional	13,5 %	17 %	18,1 %
National	48,2 %	50,3 %	49,3 %
European	18,1 %	15,8 %	20,7 %
International	18,7 %	15,2 %	10,3 %

Do you intend to exhibit in 2025 ?			
	2024	2023	2022
Yes	88,6 %	85,5 %	74 %
No	1,6 %	3 %	1,3 %
Don't know yet	9,8 %	11,5 %	24,6 %





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OUR COMMITMENTS



Destination Angers, certified ISO 20121*, is committed to a continuous improvement process for the eco-responsibility of its events.

SIVAL, a flagship event organised by Destination Angers, is part of this approach.

* International responsible management certification for event activities



Our actions for SIVAL 2024



Sorting, recycling and recovery of waste

- Household waste
- Recyclable waste (cardboard, paper, plastic, aluminium)
- Cigarette butts
- Bio-waste near catering areas
- On-site recycling ambassadors to guide you!

→ Waste directed to the corresponding recycling sector in the region



Reducing waste

- Signage designed to be reused
- Less carpeting in the aisles
- Glass bottles for speakers and the organising team



Increasing soft mobility arrangements

- Free shuttles from the car parks of TERRA BOTANICA, and GARE D'ANGERS station continuously
- Free regional shuttles from :
Nantes – Alençon – Rennes - Caen



Arrangements to combat food waste

1400 kg of fruit and vegetables redistributed to Secours Populaire and the Red Cross (670kg en 2023)



Web and mobile app

→ A way to reduce paper copies.



6,8/10 The average rating that exhibitors and visitors gave to the eco-responsibility of SIVAL.



2024
JAN. 16 > 18

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INTERNATIONAL



- **15 % international exhibitors** with, as the 4 most represented countries : The Netherlands, Italy, Spain and Belgium
- Visitors : **55 nationalities** represented
- More than **55 international ones** welcomed
Buyers with a "Hosted Buyers" target profile : Portugal, Romania, Poland, Colombia, Egypt, Senegal, Ivory Coast, Spain, Algeria, Mexico, Turkey, Tunisia, Cameroon, Kazakhstan
- **International press trip** : 11 journalists : Netherlands, Senegal Morocco, Algeria, Portugal, Italy, Kazakhstan, Hungary, Chile, Finland
- **Simultaneous translation services** available at most conferences and forums

500 BtoB meetings of 30 mins. each,
Tuesday 16th and Wednesday 17th
January

The matchmaking is done through the
SIVAL Online platform

Meetings in the international space, as
well as directly at stands for the second
year in a row.

180 participants (exhibitors, Végépolys
Valley and international members)

22 nationalities (*compared to 17 in 2023*)

Prospecting leverage points Buyer
representatives, official representatives,
direct prospecting, steering committee
contacts, etc.



HIGH-QUALITY MEETINGS / PROMISING CONTACTS!

Results

A good match between the needs of buyers and
suppliers = **international business opportunities!**

"Beyond-the-walls" tour

Wednesday 17th, international representatives
had the chance to tour two of the IFO
department's businesses (Dalival & Vilmorin
Mikado).

Welcome & networking evening

Tuesday 16th January at the Musée Jean-Lurçat
in Angers (180 guests)

Guided and commentated tours of the SIVAL

Tuesday 16th January
4 themed tours, including Sival Innovation
winners: Urban Farming, Varietal Innovation, New
Technologies, and Plant Health, bringing together
82 participants



SIVAL

INNOVATION





21 innovations rewarded this year!

Exceptional and practical solutions for farms, in terms of varietal innovation, additives, tools and machinery, software, and services.

[You'll find all of the 2024 innovations here](#)



- 69 applications submitted / more than 150 opinions from industry experts
- 21 innovations rewarded by the final jury out of the 32 pre-selected applications.
- 6 categories: Varietal Innovation - Inputs, crop protection, fertilisation and substrates - Production solutions - Machines and automation - Services and Software - Market launch, packaging, marketing (no applications for the Collective Efforts category for 2024)
- This year, the prize list particularly shone the spotlight on machinery and automatons, artificial intelligence, varietal innovation, and agri-ecology with natural solutions and innovations enabling reductions in agriculture's environmental impact, whilst also taking social and economic challenges into account.

Innovation marathon with the aim of bringing new solutions to the forefront

This year, the competition awarded prizes to 3 projects

[You'll find details on the 2024 Winners here](#)

New food products, waste management, new sectors, concepts for planting green spaces, farming decision-making digital solutions, etc. These were the focus points highlighted during this new edition of SIVAL's Agreen Startup Competition

An **8th edition** which bolsters its reputation

Approx. **50 participants**

9 teams - competing projects

3 award-winning projects:

- **SIMPLANTE - 1st place**
(Alternative to plastic for plants' explanatory labels)
- **ARSÈNE - 2nd place**
(Lupin-based coffee alternative)
- **BASSE-COUR DÉLICIES - 3rd place**
(Local feed for hens)





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CONFERENCES FORUMS



NEARLY 100 CONFERENCES AND PRESENTATIONS ON FORUMS DURING SIVAL !

	2024	2023	2022
CONFERENCES	1310	1 417	754
FORUM (greenhouse)	1009	752	746
FORUM Biocontrol / Plant health	990	955	-
Total PARTICIPANTS	3309	3 124	1 500

Every year, SIVAL highlights the richness and diversity of agricultural sectors through its conferences and presentations, providing a unique platform where professionals from horticultural, viticultural, arboricultural, and vegetable sectors could share their expertise, explore new perspectives, and contribute to the dynamic evolution of the agricultural industry.



During the three days of the trade show, the new **Technical Tasting Space** hosted 6 workshops at the heart of the Innovation & Socialising Space.

A unique space dedicated to educational tastings from a technical perspective and new products or products presenting a particular interest for producers

Tuesday	Wednesday	Thursday
<p>3:00 pm – 4:00 pm IFV - Discovering Opalor and Selenor wines, new disease-resistant grape varieties 14 participants</p>	<p>1:00 pm – 2:00 pm Végépolys Valley - Come discover & taste vegetables fermented in lactic acid! 25 participants</p>	<p>10:00 am – 11:00 am CTIFL - The flavours of fruit and veg: The key elements and vocabulary for <i>really</i> tasting - Application on apples 8 participants</p>
<p>4:30 pm – 5:30 pm Végépolys Valley - Adapting to climate changes and environmental impact: The opportunities offered by Chamomile, from Tea to Oils 9 participants</p>	<p>4:30 pm – 5:30 pm CTIFL - The flavours of fruit and veg: The key elements and vocabulary for <i>really</i> tasting - Application on apples 18 participants</p>	<p>11:30 pm – 12:30 pm ESA - The flavour of plants: Why host tastings for your products? 14 participants</p>

NEW FOR 2024



The results from this year's testing experience are in!

Register on [SIVAL Online](#)



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JAN. 16 > 18

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SIVAL ONLINE

SIVAL TV



Sival Online, a web and mobile **app**, a great preparation and support tool to help when visiting the **Show** which allows everyone who requests their visitor badge to access:

- an exhibitor **directory**
- the **marketplace** listing all the material, products and flagship services published by exhibitors
- the **meeting** functionality
- a complete **programme** of conferences and presentations, a large part of which was (and remains) available live and/or by replay direct from the app
- **Job vacancies** (in partnership with APECITA, ANEFA and OCAPIAT)
- an **interactive map**

SIVAL TV, Sival's web TV:

A video broadcast, **continuously for 3 days live**, then by replay, on Sival Online, of **reports, behind the scenes, forums, highlights**, from the angle of innovation sectors and themes, international, agro-ecological transition...

- **85.5 %** of exhibitors **are happy** with the features and visibility offered by SIVAL ONLINE and **87 %** with the interactive map
- As for visitors, **68%** of them were aware of **SIVAL ONLINE** and appear nearly **91,5%** satisfied



STATISTICS

GENERAL USE

The most viewed sections:

1. Exhibitors > + 17 %
2. Programme > + 17 %
3. Marketplace > + 10 %
4. Interactive map > + 171 % i.e. 7,512 views

More than **11,000** badges and business cards scanned (+55.56%)

SIVAL TV / LIVE

Over **3,000** viewers in total + **45.70 %**

Average viewing time: **16 mins** + **14.29 %**

4,482 bookmarkings of Conferences and Forums
+ 316.54 %

DEVICE USAGE

- 1.70% web application
+ 1.70% mobile application
+ 23.47% mobile application download

COMPANY SHEET

An exhibitor is put down as favourite on average
12.9 by users.
+ **9.57 %**

Over 22.98 % of exhibitors added as favorites by users
+9,729 exhibitors added as favorite

PRODUCTS

1,179 products put down as favourite
+ 9.57 %



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JAN. 16 > 18

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EMPLOYMENT AREA



PRO & CAREER NETWORKING

In partnership with APECITA, ANEFA, OCAPIAT and Terres des Sciences

→ Promote meetings between job seekers and recruiting companies

The Serious Game – Student careers: new this year - by Terre des Sciences

A great success. 190 students over 2 days, with, on the programme, meeting exhibitors within Sival and dedicated job conferences

"ApecitaPro meetings" – all industries - by APECITA

Continuously over the 3 days, recruiting businesses from the plant industry invited anyone interested to come and have a chat with them in the Career Space or **new this year: directly at their stands!**

Job vacancies

100 job vacancies posted by APECITA

Can be consulted on-site or on SIVAL Online and 45 business registered.

>> Result: Between 10 and 15 applications per offer! Great feedback from businesses. With exceptionally high quality applications.



WORKSHOPS & CONFERENCES

→ Address the various recruitment and job search levers

Aiming for a career- by ANEFA

2 workshops on Tuesday 16th January: Introduction to job-hunting and understanding workloads.

Conferences – workshops - by OCAPIAT, for students, employees, and employers: Development, conversions, apprenticeships, project support, etc.

Workshop: Self-reflective and realistic goals– by APECITA

Setting professional goals that reflect your skills and personality, and taking action with effective tools to sell your profile (1 hour with practical activities).

PHILO workshop "What does it mean to work?"» – by Terres des Sciences

Exploring soon-to-be graduate students' and employers' visions of work.

>> Strong interest from applicants for self-reflection and introduction to work-study workshops.



2024
JAN. 16 > 18

EXHIBITION CENTRE
ANGERS - FRANCE

QUOTIDIEN DU SIVAL



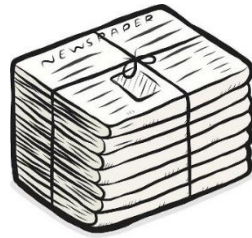
As every year, a year group of Masters students at the Institut Agro Rennes – Angers was in charge of writing Le Quotidien du SIVAL, a newspaper for exhibitors and visitors.

KEY ELEMENTS

3 ISSUES



2,500 COPIES



VIDEOS PRODUCED
ON SIVAL ONLINE



25 STUDENTS
INVOLVED



Le Quotidien du SIVAL's topics:

- the must-sees: **Innovation, machinery, the international market**, with special guest Zone AgTech (Farming Technology Innovation Zone in Canada), **agri-ecology, etc.**
- trending topics: **Human resources**
- latest news from SIVAL, such as **the technical tasting space**





2024
JAN. 16 > 18

EXHIBITION CENTRE
ANGERS - FRANCE

MEDIA SPINOFFS



NATIONAL PRESS

702 ARTICLES



88 FRENCH JOURNALISTS

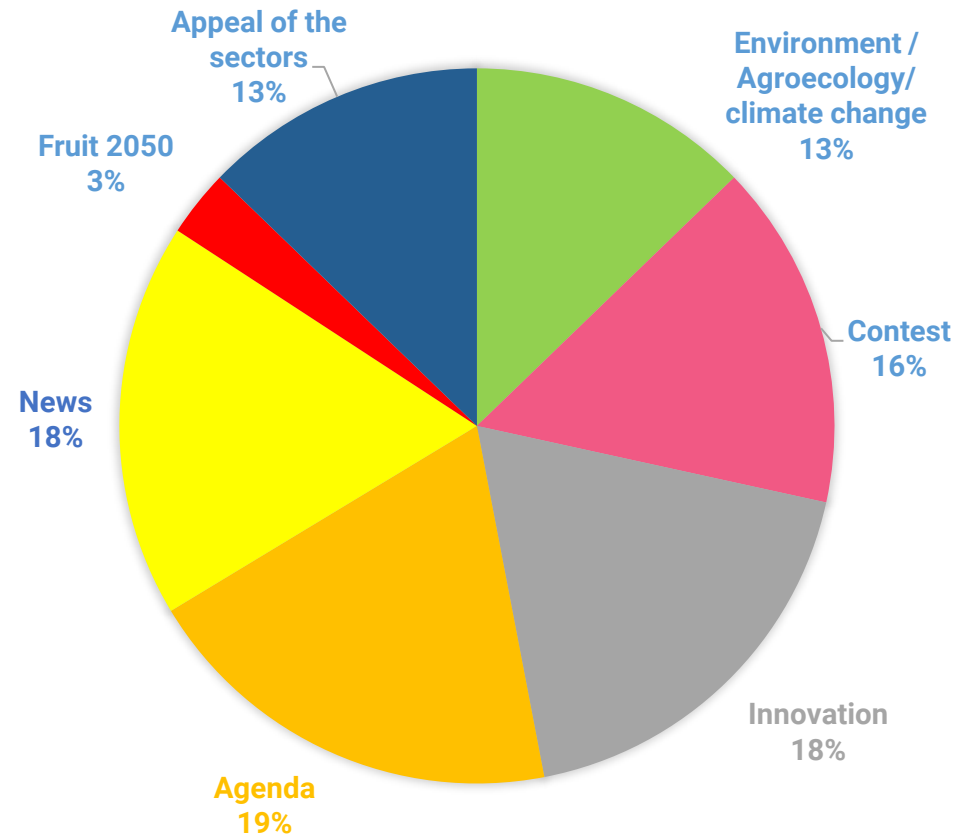
68 IN 2023



66 TITLES AND MEDIA



NATIONAL MEDIA TOPICS



International press trip: 11 journalists from The Netherlands, Senegal Morocco, Algeria, Portugal, Italy, Kazakhstan, Hungary, Chile, Finland, Spain (10 in 2023)



Twitter

- Non-use of twitter in 2024



Instagram

- 606 subscribers at the end of the show (310 in 2023)
- 2,017 impressions in january (1,016 in 2023)
+100% of subscribers and coverage in 2024
(Recap : account created in 2022)



Facebook

- 2,990 subscribers (2,686 in 2023)
- 78,313 impressions from sept. 23 to end of january 24 (46 290 in 2023)
- 69,137 impressions in january 2024 (41,200 in 2023)
- 3,326,395 sponsored impressions (new in 2024)



LinkedIn

- 5,795 subscribers (4,471 in 2023) + 30 %
- 198,688 Impressions from sept 23 to end of january 24 (170,500 in 2023)
- 112,559 impressions in january 2024 (99,200 in 2023)
- 415,592 sponsored impressions (93,200 in 2023)



MEET UP ON
14, 15 AND 16 JANUARY
2025
FOR THE 38TH EDITION !