



SIVAL

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

**2024
JAN. 16 > 18**

**EXHIBITION CENTRE
ANGERS - FRANCE**



THE FUTURE OF PLANT PRODUCTION

STARTS HERE

WWW.SIVAL-ANGERS.COM



#SIVAL24





ANGERS

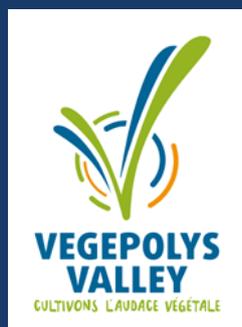
A flagship destination



Home to the VEGEPOLYS VALLEY plant sector competitiveness cluster

VEGEPOLYS VALLEY is a **SIVAL** partner and lead stakeholder. This international competitiveness cluster has strong roots in the 4 French regions of Auvergne-Rhône-Alpes, Brittany, Centre-Val de Loire and Pays de la Loire, and was established to bring together upstream and downstream stakeholders from every link in the plant value chain.

It now has more than 600 grower, research and training members working on 7 innovation streams to create a more competitive model of agriculture that delivers higher quality produce that is healthier for us and the environment.



Excellence in specialist crop production



SEEDS

As the home city of all the sector's professional, technical and supervisory bodies, Angers is the focus for world-leading scientific expertise, and leads the way in crop production with its major seed producers.



VEGETABLE CROPS

The Grand Ouest is the 1st vegetable national producer.



ARBORICULTURE

West of France is the second-largest centre for arboriculture, and the country's leading cider producer.



HORTICULTURE

Angers is the capital of France's leading region for horticulture and nurseries.



WINE INDUSTRY

The Loire Valley vineyards: France's third-largest vineyard by volume of AOC production.

Capital of the plant sector

A must-visit destination for sector professionals and students

- **5,000 plant sector jobs** in the Angers Loire Métropole urban community.
- **France's leading plant industry training centre** (3,000 students).
- **The leading national specialist plant research centre** (450 expert researchers).
- **Angers is France's greenest city** (in the 2014, 2017 and 2020 Observatory for Green Cities rankings).

The business destination par excellence

- At just 1½ hours from Paris, **Angers is an easy destination to reach.**
- **It has the accolade of being France's best city to live in** (2022 and 2023).
- **It is a dynamic and connected city** with an ecosystem at the cutting edge of innovation.
- **It is also a hospitable city** with a unique diversity of venues and facilities for large-scale events.

The French business and innovation destination

for all specialist crop production professionals



An exceptional range of **agricultural machinery**, services and supplies for producers of fruit, vegetables, wine, cider, seeds, flowers and more...



France's leading technical exhibition for **medicinal and aromatic plant production**



The undisputed **national leader** for the **fruit and vegetable** sector



The must-visit technical exhibition for the **wine industry** of the Loire Valley and beyond



The only exhibition to welcome all France's **vegetable seed and plant companies**



The essential technical exhibition for the French and European **cider industry**

Positive exhibitor feedback



703 French and international exhibitors (15%) said they were pleased with their attendance at SIVAL 2023

>92%

found visitors to be interested or even very interested

86%

hit their **business targets**

85,5%

plan to **exhibit again in 2024**

Targeted visitor quality



25,320 in 2023



56 nationalities

Breakdown of producers by business sector in 2023*

*Some operate in multiple sectors / total greater than 100%



Reasons for visiting



62 % to discover **new products**



59% to meet **suppliers**



+50% to make **purchases** or gather information for future purchases

16,1 /20*

Pleased with the SIVAL trade offering and programme



*Visitor ratings for the 2023 show

A trade show organised with the SIVAL steering committee for professionals



Showcasing innovation

High-profile competitions to promote the emergence of innovative products



SIVAL INNOVATION CONTEST

SIVAL unveils the latest equipment and services innovations for plant production professionals in **7 categories**: Varietal innovation / Inputs, crop protection, fertilisation and substrates / Production solutions / Machinery and automation / Services and software / Market launch, packaging and marketing / Cooperative solutions.

The 2023 Competition judging panel praised the **diversity of the solutions entered** and their ability **to respond to the needs of producers realistically, efficiently and affordably**, with particular focus on **people and sustainability**.



AGREEN STARTUP COMPETITION

This competition combines agriculture with innovation, and gives professionals and students the opportunity to work in teams for 48 hours to demonstrate the potential of their startup! Entries for the 2023 AGREEN STARTUP competition included **new products, the development of high value-added plant chains and contract agricultural services**.



A dedicated innovation space

Your company is a **young business less than 3 years old** with a totally innovative product you want to showcase?

Then this event space has been created and equipped precisely for you!

This space also incorporates a dedicated area operated in partnership with Végépolys Valley for new sectors under development, including tea, bamboo, medical cannabis, miscanthus, stevia and silphia.



Conferences and forums hosted by the SIVAL Organising Committee and technical bodies



+ than 80
presentations



150
french and international
experts & speakers



3000
attendees

To meet the challenges
of tomorrow's agriculture

A key event on the international scene

As an exhibitor at SIVAL, you have direct access to targeted international contacts



56 nationalities represented in 2023

VIBE
INTERNATIONAL BUSINESS CONVENTION

BtoB meetings via the **VIBE** (Végépolys Valley International Business Event)



In **2023**, the international business convention welcomed, in a dedicated space, around one hundred delegates, and facilitated

300 meetings between foreign buyers, exhibitors and Végépolys Valley members



Attendance by delegations of foreign buyers with targeted profiles (from Europe, Africa, the Middle East and America)



Conferences hosted by international experts (Végépolys Valley Symposium, technical talks, etc.) with simultaneous translation, as Forum's short and interactive talks



A targeted international media plan



Information about international markets and export development opportunities at SIVAL Online



SIVAL ONLINE: the SIVAL web & mobile app

Maximise your visibility, benefit from a better interactivity and new business opportunities before, during and after the event!

||| **A directory of exhibitors**

••• A market place listing all **exhibitors' flagship equipment, products and services**

≡ Arrange meetings and bookmark your favourites

▶ Listings of exhibitor **job vacancies**

▶ **Conferences, forums and SIVAL web TV... live and on-demand**

||| **An interactive map of the event**

SIVAL Online amplifies the SIVAL effect by letting the community of professionals stay in touch all year round!



Exhibiting at SIVAL means:

- Opting for the guaranteed reputation of the SIVAL brand for effective **meetings, business and sociability.**
- Being part of France's leading **specialist plant production event.** It's the event where you know you'll meet your existing and future customers.
- Achieving optimal geographical and sectoral coverage of your existing and future customers. SIVAL is **exceptionally well located among the country's largest production areas, and very easy to travel to.**
- Maximising communication around your products, expertise and innovations. **The quest for new innovations and products is one of the main reasons for visiting.**
- Creating many more **opportunities** to meet and discuss the key issues of tomorrow's plant production sectors, not only at the show, but also at SIVAL Online.



Dates and times

Tuesday 16 and Wednesday 17 Jan.

from 9 am to 7 pm

Thursday 18 January

from 9 am to 6 pm

www.sival-angers.com



Destination Angers is ISO 20121 certified and committed to continuous improvement in **event eco-responsibility.** Read more about our commitments at destination-angers.com

#destinationangers #SIVAL24 #rse #ISO20121
#meetinangers



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An event



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