

PRESS RELEASE - NOVEMBER 2024

38TH EDITION OF THE SIVAL | 14-15-16 JANUARY 2025

SIVAL : Solutions for performance, sustainability and development

The SIVAL, an unmissable event for professionals in the specialist plant production sector, returns in 2025 with a clear ambition : **to make a contribution in answer to the crucial challenges of economic performance, sustainability and the attractiveness of the different sectors.**

More than a show, the SIVAL sets out each year to be an accelerator for business as well as a driving force for innovation and reflection about the future of farming and the specialist plant production sectors.

Innovation, the DNA of the SIVAL

Innovation has been at the core of the SIVAL since the very beginning. The show unites the innovative solutions for a plant production **that is more environmentally friendly, offers improved performance and is more competitive.** From machinery and robotics linked to networks to new crop varieties, as well as solutions for efficient resource management, the SIVAL provides **a unique showcase for the latest technological progress within the sector.**

>>> [To find out more about innovation at the SIVAL : click here](#)

The Concours SIVAL Innovation will again be highlighting **the most innovative initiatives and solutions in 7 key categories** : Varietal innovation | Plant health, soil and crop growing media | Machinery and automation | Equipment for production | Marketing solutions | Digital tools, information processing, | Group initiatives and services. 60 candidates are entered for 2025.

>>> [To find out more about the Concours SIVAL Innovation 2025 : click here](#)

Equally, the Concours AgreenStartup, organised in partnership with the Chambre d'Agriculture des Pays de la Loire based on the « start-up

week-ends » model will be celebrating its 10th anniversary. It offers unique support for project holders and enables them to develop their ideas during the SIVAL, enabling them to have access to a professional mentor and to make a presentation of their solutions in front of the principal members of the sector. A springboard towards innovation and a unique meeting place for start-ups, investors and experts.

The key dates of the competition

- Wednesday 15 January morning : Showcase for pitches and making up teams
- Wednesday 15 January morning : Showcase for pitches and making up teams
- Thursday 16 January afternoon : final pitches in front of a jury.

Prize giving at the forum in La Serre at the SIVAL.

>>> [To find out more about the Concours AgreenStartup : click here](#)

Production diversification and new sectors : an answer to economic and climatic challenges

In order to answer the economic and climatic challenges, and new market requirements, numerous producers are diversifying by incorporating crops that complement their main activity. Not only do they stabilise their revenues, but this approach also enables farmers to adapt their practices to suit environmental challenges and explore new outlets. These new sectors provide numerous attractive opportunities for producers seeking to diversify their activity, increase their competitiveness, to adapt to climate change and consumer expectations. This year the new sectors will be the subject of different speeches at the Show's Forum (La Serre).



• **Tropical plants, the Paulownia, the Blue honeysuckle**
 Tuesday 14 January | 12h15 > 12h45

• **Tropical plants, byproducts from hops, the blue honeysuckle**

Wednesday 15 January | 12h15 > 12h45

• **Spiruline, the truffle sector, the blue honeysuckle**

Thursday 16 January | 12h15 > 12h45

The diversification theme will equally be present within the SIVAL programme, via workshops, speeches and interventions from producers that are committed to it.

>>> Every day at the SIVAL Forum (La Serre) from 11h30 to 12h

• **Diversification in practice : feedback and paths to explore in order to diversify**

[Find out more about the new sectors at the SIVAL : click here](#)

[Find out more about diversification at the SIVAL : click here](#)

Meet the challenge of attractiveness in the specialist plant production sector

Farming is faced with profound economic and societal changes. From the aspirations of the new generations to the changes in production methods, the sector is in the phase of renewal, adaptation and interrogation : can we still earn a living from farming ? Will farms still be handed down from one generation to the next? Who are the farmers of the future ? What are the aspirations of the new generations where work is concerned ? These subjects will be covered at the SIVAL in a pragmatic way with several interventions providing ideas for consideration and solutions. The Espace Emploi & Métiers at the SIVAL, in conjunction with

APECITA, ANEFA and OCAPIAT, is working on attractiveness by offering advice and support concerning the different jobs in the specialist plant production sector as well as « Job Dating », and also the conferences and workshops organised each year at the show.

This year, every day will have a theme :

• Tuesday 14 January: discovery of the different jobs, training and career paths in the sector.

• Wednesday 15 January: a day committed to students

• Tuesday 16 January: a day committed to employers/companies


This shouldn't be missed either...

• The 2nd edition of the Apecita Pro rdv's which will provide an opportunity for discussion and meetings between candidates and companies.

We look forward to seeing you on the 14th to 16th January 2025 at the SIVAL


The SIVAL 2025 is a unique show in France that proposes a full and effective range of equipment and services for specialist plant production, tree production, vegetable production, seeds and plants, wine production, horticulture and nurseries, aromatic and medicinal plants, cider production, mushroom production, new crops... Don't miss this unique opportunity to see the innovations, to share ideas and create farming for the future.

À NE PAS MANQUER AU SIVAL 2025



Le Concours SIVAL Innovation
Les dates à retenir

- Wednesday 2 October : candidate registration
- Monday 14 October : dossier closing date
- Friday 22 November : pre-jury
- Tuesday 10 December : final jury
- Tuesday 14 January at 18h at the SIVAL : Prize-giving



The technical tasting area
 Aimed at the discovery of new products, the presentation of a particular characteristic of different produce, it provides an educational and technical approach as well as a tasting for each product presented. [More information, click here](#)



Get connected to specialist production and optimise your experience with SIVAL Online.

- An exhibitor directory
- A catalogue listing all the equipment, products and key services
- Making BtoB rendezvous
- A catalogue of employment offers
- The full programme of conferences and speeches either live and/or via replay by using the application
- The VIBE Business convention
- An interactive plan of the show.

The application will be available in the coming weeks from Apple Store and Google Play Store and online using <https://online.sival-angers.com>

PRESS ACCREDITATIONS ARE OPEN
 Request your badge by clicking here

THE LATEST COMMUNICATIONS
 Go to the press area
 by clicking here



THE SIVAL WEBSITE HAS BEEN COMPLETELY UPDATE !

More legible, more ergonomic, it completely rethinks the users experience whilst highlighting the different sectors, their challenges and the SIVAL's offering as well as the entire show content.

Click here to find out more !



THE SIVAL IS ORGANISED BY DESTINATION ANGERS

A brand supported by the SPL (Local Public Company) ALTEC (Angers Loire Tourisme Expo Congrès), whose majority shareholders are Angers Loire Métropole and the town of Angers, the SIVAL aids the development of the specialist plant production sector. Angers, the plant capital, and the home of the SIVAL is part of a sustainable development initiative with ISO 20121 Certification, Destination Angers is committed to a policy of responsible management for its activities on a daily basis.



CONTACT PRESSE : L'AGENCE VACHE - ANAELLE MARIE / 06 83 37 21 11 / ANAELLE.MARIE@AGENCEFLS.FR



INFORMATIONS ET INSCRIPTION GRATUITE
WWW.SIVAL-ANGERS.COM

An event



With the support

