



SIVAL
THE WORLD-CLASS
TRADE FAIR FOR PLANT PRODUCTION

2025
JAN. 14 > 16
EXHIBITION CENTRE
ANGERS - FRANCE

THE FUTURE OF PLANT
PRODUCTION STARTS HERE



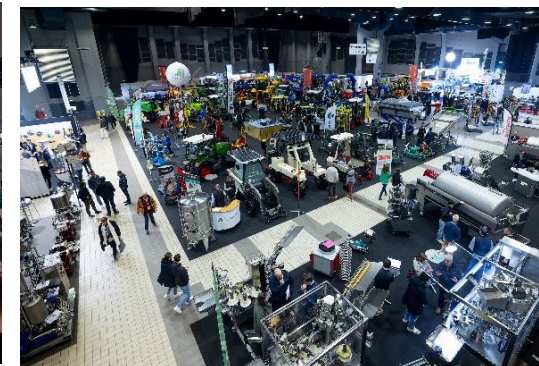


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SUMMARY OF SIVAL 2025



- **38th edition**
- **713 exhibitors** in 2025 (705 exhibitors in 2024) including **17% international exhibitors**
- **24,200 visitors** in 2024 (24,777 in 2024)
- A good level of overall satisfaction
- International attendance: **63 nationalities** compared to 55 en 2024, delegations from Top Buyers (Spain, Portugal, Romania, Poland, Senegal, Ivory Coast, Colombia, Mexico, Chile ...), **more than 340 BtoB meetings (VIBE)**
- **More than 3,500** participants in the conference & forums spaces, with agroecology and its practices as a strong focus





2025
JAN. 14 > 16
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ANGERS - FRANCE

VISITORS

2025



- 95% of visitors came from France:

64% from Western regions: Pays de la Loire, Center of France, Brittany, Normandy (69% *in 2024*)

36% from other French regions the most represented of which are:

→ New Aquitaine, Île-de-France, Auvergne-Rhône-Alpes, East, and Hauts-de-France

- 5% come from abroad (5% *in 2024*), i.e. 1,250 foreigners

63 nationalities represented

The most represented countries are (in descending order):

→ The Netherlands, Spain, Belgium, Italy, Algeria, Germany, Switzerland



PRODUCER ACTIVITY

40% of visitors are producers or work on a farm

Producer activities (% attendees / multiple choice)	% 2025	% 2024
Vegetables	43	38
Fruits	23	22
Wine	23	28
Horticulture	11,5	10
Cider	2,8	2,3
Nurseries	8,3	7,9
Seeds and seedlings	9	9
PAMP	2,8	2,5
New sectors	3,5	2
Cereals	14	13



DAY AND REASON FOR VISIT

Feedback rate: 8%

They came:

- 32% on Tuesday
- 39,5% on Wednesday
- 28,5% on Thursday

11% of visitors came over 2 days or more (figures from the scan).

Reasons for visiting

(Multiple choices)

- 55%: Discover new products (59% in 2024)
- 56%: Meet suppliers (55% in 2024)
- 51%: Meet professionals in their field (50% in 2024)
- 43%: Learn about the technical development of equipment (44% in 2024)
- 30%: Find out more with a view to making a purchase (30% in 2024)
- 16%: Attend to a conference or a forum
- 6%: Buy (5% in 2024) – Note: 48% established contacts with the intention of placing an order



SATISFACTION

- 89% of visitors found the products they were looking for (92% in 2024)
- 94% were satisfied with the reception to the show (97% in 2024)
- 56% with the catering (65% in 2024)
- 91% with the quality of stands (96% in 2024)
- 93% with the SIVAL program, conferences, forum... (95% in 2024)

Visitors satisfied with their visit

Score for SIVAL:

16,3/20

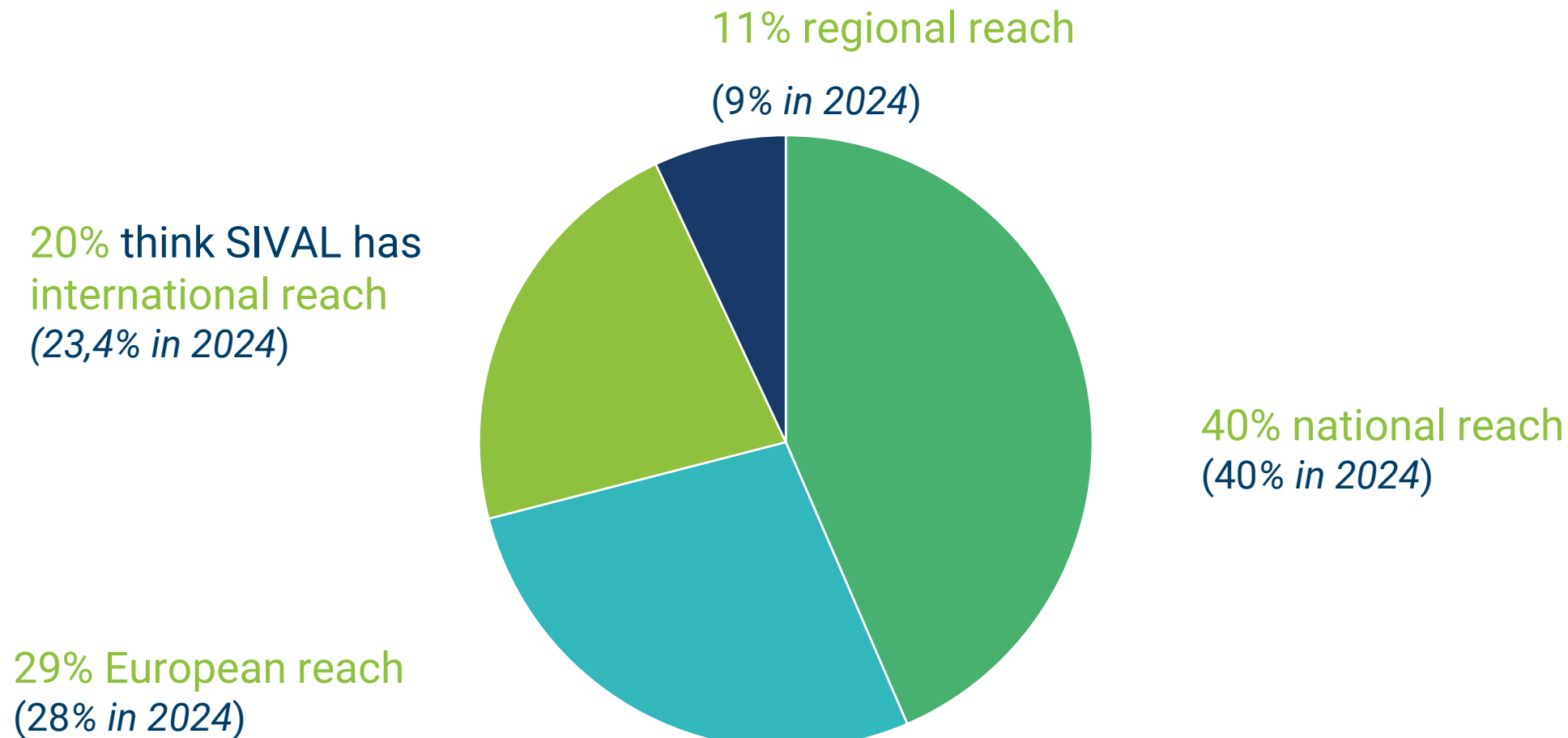
(16,4/20 in 2024)

**Recommandation score to their
professional environment**

16,1/20

(16,1/20 en 2024)

SIVAL'S REACH



81% of visitors think that SIVAL meets the challenges of tomorrow's agriculture





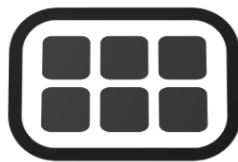
2025
JAN. 14 > 16
EXHIBITION CENTRE
ANGERS - FRANCE

EXHIBITORS

2025



THE EXHIBITORS



20,000 m² of STAND
SURFACE AREA



713 EXHIBITORS



17% INTERNATIONAL
EXHIBITORS

DEDICATED HUBS:



INDUSTRY RESEARCH
& TRAINING Hub
by VEGEPOLYS VALLEY



A STARTUP village
(under 5 years old)

GENERAL SATISFACTION

Feedback rate: 6%

Average rating of business contacts:

7/10

7/10 in 2024

Average recommendation score for a company to exhibit:

7,5/10

7,6/10 in 2024



SIVAL average score:

7,4/10

7,5/10 in 2024

SATISFACTION / CONTACTS / RESULTS

Did visitors seem:		
	2025	2024
Very interested	17,5%	26,6%
Interested	73,5%	66,7%
Not particularly interested	9%	6,8%
Not interested	0%	0%

Your commercial results for 2024 compared to 2023 (for previous exhibitors):		
	2025	2024
Above	18,7%	24,5%
Equal	39,6%	30,7%
Below	18,7%	21,9%
Too early to tell	13,7%	10,4%
Not relevant (new exhibitors)	9,3%	12,5%

95% of exhibitors achieved their objectives to raise their profile,
95% to promote new products,
89% to deal with new partners,
And 87% to do business.



SATISFACTION / CONTACTS / RESULTS

Would you say that SIVAL is a show on the following scale:		
	2025	2024
Local	1,6%	1,5%
Regional	14,3%	13,5%
National	47,6%	48,2%
European	13,2%	18,1%
International	23,3%	18,7%

Do you intend to exhibit in 2025?		
	2025	2024
Yes	82%	88,6%
No	2,1%	1,6%
Don't know yet	15,9%	9,8%





2025
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EXHIBITION CENTRE
ANGERS - FRANCE

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 2025



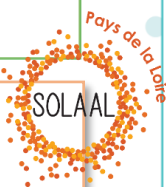
REDUCING OUR CARBON FOOTPRINT

- **Waste management :**
+10% increase in waste recovery compared to last year.
10 specific sorting streams and recycling ambassadors at major events.
- **Responsible purchasing** systematically including CSR requirements.
- **Sustainable mobility :** shuttles between the train station and the exhibition center, carpooling hubs.
- **Plastic-free commitment :** elimination of plastic bottles for the organizing team.
- **Responsible food choices :**
«Responsible Food» charter shared with all stakeholders.
Vegetarian options, reduced red meat consumption.
Collection of food surpluses.

For SIVAL 2025, the equivalent of

2,000

meals (1,000 kg) were collected!



PROMOTING ACCESSIBILITY AND GENDER PARITY

- **Accessibility** for people with motor disabilities.
- **Equal voices :** balanced representation in speakers in terms of gender parity.
- **Inclusion and knowledge-sharing :** collaboration with specialized schools and local events.



ENGAGING ALL STAKEHOLDERS FOR A COLLECTIVE APPROACH

- **Exhibitors :** sustainable exhibiting best practices guide.
- **Visitors :** tips for responsible attendance
- **Suppliers and partners :** active awareness on sustainability issues.



OPTIMIZING OUR RESOURCES

- **Reusable materials :** reusable partitions, wooden signage, durable wayfinding.
- **Eco-friendly printing :** reduced formats, FSC/PEFC-certified paper, Imprim'Vert-labeled printers.
- **Green digital communication :** use of eco-certified digital platforms.



SUPPORTING INDUSTRIES TOWARD A SUSTAINABLE FUTURE

- **Collaborative approach :** co-creating events with industries and their ecosystems.
- **Addressing ecological transition challenges :** 90% of conferences dedicated to social and environmental issues.
- **Local impact :** highlighting committed and impactful local stakeholders.
- **Responsible offerings :** showcasing exhibitors' sustainable initiatives.

6,9/10 The average rating that exhibitors and visitors gave to the eco-responsibility of SIVAL.



2025
JAN. 14 > 16

EXHIBITION CENTRE
ANGERS - FRANCE

INTERNATIONAL



INTERNATIONAL

- **17% international exhibitors**
With, as the 4 most represented countries:
The Netherlands, Italy, Spain and Belgium
- Visitors: **63 nationalities** represented
- **More than 100 international ones welcomed**
Buyers with a "**Hosted Buyers**" target profile:
Spain | Romania | Poland | Ivory Coast |
Senegal | Algeria | Colombia | Mexico | Tunisia |
Cameroon | Sweden | Libya | India | Chile | Brazil |
Argentina | Uruguay | Kazakhstan
- **International press trip** - 15 journalists:
Netherlands, Senegal Morocco, Algeria, Portugal,
Italy, Kazakhstan, Hungary, Chile, Spain,
Switzerland, Senegal, Peru, Benin

SIVAL eligible for the
“Export begins in France” program



340 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

120 participants

Exhibitors, Végépolys Valley and international members

68 French and 52 international

24 nationalities (compared to 22 in 2024)

Guided and Commented Tours of SIVAL

Tuesday, January 14th

3 themed tours including the Sival Innovation award winners: Varietal Innovation, New Technologies / Agtech, and Plant Health

SIVAL International Evening – VIBE

Tuesday, January 14th at the Jean-Lurçat Museum in Angers

A networking evening that brought together **over 250 participants**: VIBE attendees, international journalists, and, for the first time this year, French and international SIVAL exhibitors not registered for VIBE

"Beyond-the-walls" tour

Wednesday 15th

International delegations had the opportunity to visit two companies including Les Vergers d'Anjou Cooperative and SCEA Saint Simon (Nantes Market Gardening)



QUALIFIED EXCHANGES WITH HIGH INVESTMENT POTENTIAL!



SIVAL

INNOVATION



19 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 2025 innovations here](#)



- 60 applications submitted (compared to 69 in 2024) / more than 150 opinions from industry experts
- 19 innovations rewarded by the final jury out of the 35 pre-selected applications.
- 7 categories: Varietal Innovation – Machinery and automation - Plant health, soil and growing Supports - Equipment and supplies for production - Marketing solutions - Digital tools, information analysis - Collective initiatives and services
- This year, the awards particularly highlight equipment, supplies, and machinery for production: a standout edition with 8 winners in this category. Innovations such as artificial intelligence, the search for alternatives to support plant health, and the implementation of collective approaches contribute to more efficient production, tailored to today's climate and economic challenges, while promoting agricultural sectors.

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 2025 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

A 10th edition which bolsters its reputation

More than 50 participants

7 teams - competing projects

3 award-winning projects:

- **PAYSAN LIMONADIER - 1st place**

Natural lemonades: an alternative to alcohol consumption

- **HERBOBOT - 2nd place**

Alternative to chemical weeding: electric autonomous robots for an eco-friendly and innovative solution

- **FABA POP, Fabuleuses Fabacées Françaises - 3rd place**

Tasty and sustainable innovation made from toasted French legume seeds



AGREEN STARTUP
SIVAL



2025
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CONFERENCES FORUMS



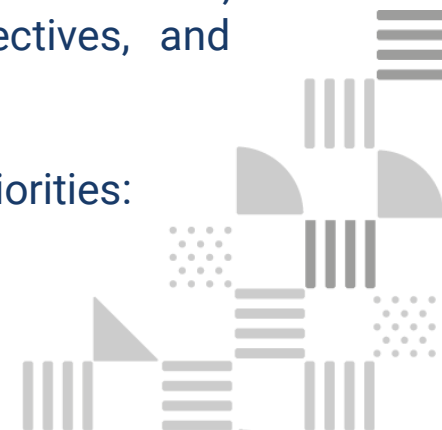
NEARLY 100 CONFERENCES AND PRESENTATIONS ON FORUMS DURING SIVAL!

	2025	2024	2023	2022
CONFERENCES	1,750	1,310	1,417	754
FORUM (greenhouse)	850	1,009	752	746
FORUM Biocontrol / Plant health	980	990	955	-
Total PARTICIPANTS	3,580	3,309	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.

This year, the SIVAL team has chosen to focus the event and its program around three key priorities:

- Economic performance
- Climate: challenges and solutions
- Development and promotion of agricultural sectors



THE DAILY EVENT "PRODUCTION DIVERSIFICATION BY SIVAL"

SIVAL is offering a strategic conference on crop diversification, along with a daily session featuring a concrete case study.

Roundtable: Crop diversification – economic strategies, technical innovations, and agronomic challenges

Wednesday, January 15th | 2:00 PM – 3:30 PM

A multidimensional discussion with professionals from various backgrounds (53 participants)

Daily Sessions | 11:30 AM – 12:00 PM | "La Serre" (Forum area)

Tuesday, January 14th: Young forest plants

Agroforestry systems – What opportunities for plant producers? (15 participants)

Wednesday, January 15th: Pomegranate

Testimonial from a producer, from young plants to processing (24 participants)

Thursday, January 16th: Chestnut and Raspberry

Future-oriented crops as diversification options: market opportunities, technical requirements, and economic expectations (35 participants)

NEW FOR
2025

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

Topics covered in 2025:

Les Sensorielles: a tasting journey through Calys wines, a new disease-resistant grape variety - **IFV**

Consumer taste preferences for pears - **CTIFL**

The chestnut sector - **CTIFL**

The Goji berry sector - **Vegepolys Valley**

The pomegranate - **Vegepolys Valley**

The haskap berry sector - **Vegepolys Valley**

Total participation of over 90 people





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JAN. 14 > 16
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SIVAL ONLINE WEBSITE & 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**



Overall satisfaction:

- 84% of exhibitors **are happy** with the features and visibility offered by SIVAL ONLINE
- As for visitors, 62% of them were aware of **SIVAL ONLINE** and nearly 85,7% of them expressed satisfaction (*compared to 91,5% in 2024*)



STATISTICS

GENERAL USE

Average rating given to contacts made via the app:
4/5

Each exhibitor was added to favorites an average of
12.1 times

10,200 badges and business cards scanned

USAGE BY DEVICE

+ 3,60% mobile app usage

- 3,60% web app usage

+ 110% increase in mobile app downloads

(Approximately 4,500 downloads between September 2024 and the end of SIVAL 2025)

SIVAL TV / LIVE / PROGRAM

3,339 SIVAL TV total viewers + 11,3%

Average watch time:

Website and app – 24:51

Youtube – 13:60

Social Media – data non available

**4,693 sessions from the program marked as favorites
+ 4,71%**

WEBSITE

From October 1st 2024 to January 18th 2025

177,000 visits

280,000 page views

28,000 visits from outside France, representing
15,8% of total traffic

Digital marketing Campaign

(Google / Meta / LinkedIn / Display)

+ Over 9.5 million add impressions



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JAN. 14 > 16

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ANGERS - FRANCE

EMPLOYMENT AREA



PRO & CAREER NETWORKING

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

→ **Promote meetings between job seekers and recruiting companies**

« Agri'mouv » by l'ANEFA

Discovering careers that are hiring and training in the plant production sector

Presentation of existing training opportunities and support in building a personalized training or career change pathway



« Les RDVs ApecitaPro » – all sectors by l'APECITA

Second edition this year, running continuously over the 3 days. Companies from the plant production sector that are hiring invited interested individuals to meet them at the Employment & Careers Area or **directly at their stands!**

26 participating companies – Around ten applications received per job offer

Job vacancies

65 jobs offers posted by APECITA

Can be consulted on-site or on SIVAL Online



WORKSHOPS & CONFERENCES

→ Conferences and workshops for students, employees, and employers

This year, each day was dedicated to a specific theme – a common thread:

Tuesday, January 14th: focus on discovering careers and training opportunities in the sector

Careers in the seed industry: from breeding to distribution – **by SEMAE**



Wednesday, January 15th: A day for students and job seekers looking for internships, apprenticeships, or employment

Workshop: Shaping a realistic professional project that reflects you – **by l'APECITA**

Workshop: What does it mean to work? – **by Terres des Sciences**



Thursday, January 16th: A day dedicated to employers and companies

Revolutionizing pruning training for seasonal workers: why and how? – **by INTERLOIRE**



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EXHIBITION CENTRE
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MEDIA SPINOFFS



NATIONAL PRESS

453 ARTICLES

(Print media, online media, TV and radio)



51 TITLES AND MEDIA



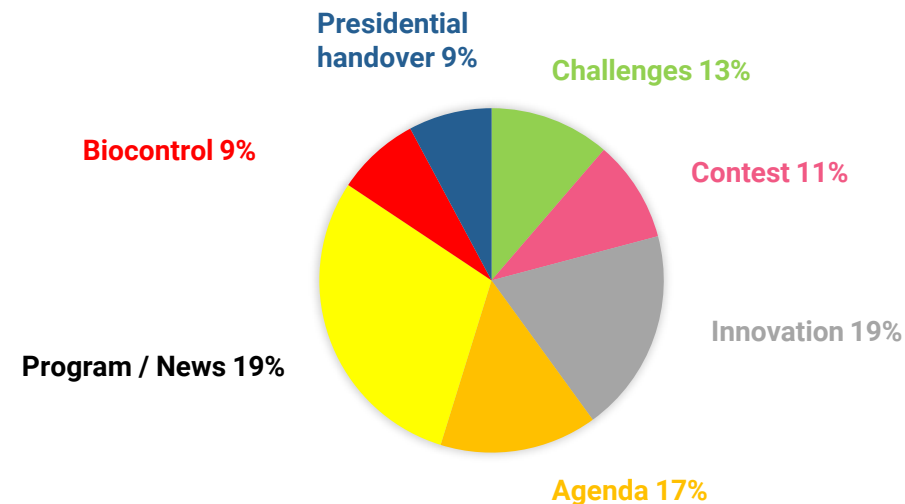
77 FRENCH JOURNALISTS

88 in 2024

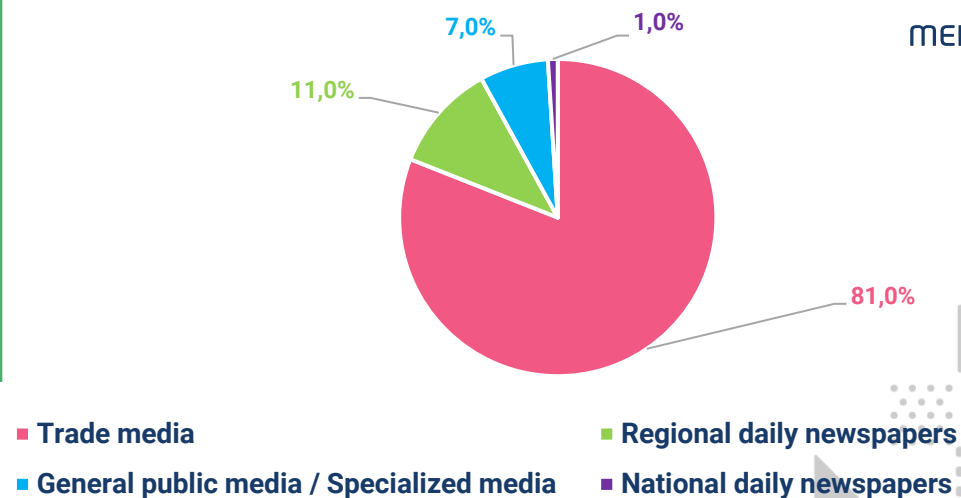


In 2025, innovation remains a key focus in the articles, reinforcing SIVAL's identity in the eyes of the press. As in 2024, many articles take a **multi-thematic approach** to presenting the event.

NATIONAL MEDIA TOPICS



MEDIA TYPES



INTERNATIONAL PRESS

15 journalists

Italy, Morocco, Algeria, Kazakhstan, Hungary, Portugal, Benin, Senegal, Switzerland, Finland, Spain, and Chile (11 countries represented in 2024)

25 media spinoffs




as part of the international press trip and the press club

Press club

which, in 2025, brought together, in addition to French journalists, journalists from:
Switzerland / Kazakhstan / Chile / Finland



SOCIAL MEDIA

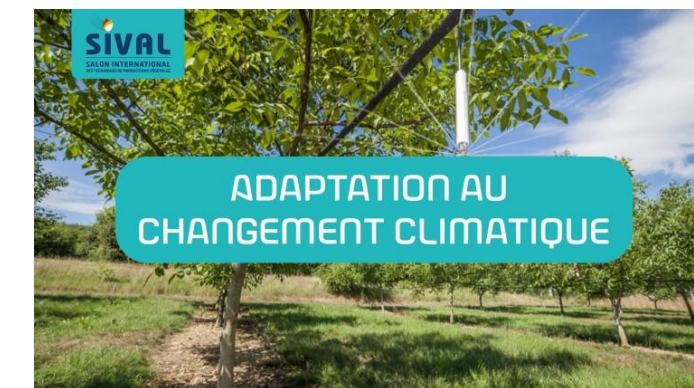
INSTAGRAM 	FACEBOOK 	LINKEDIN 
941 subscribers by the end of the trade fair (606 in 2024)	3,300 subscribers (2,290 in 2024)	7,423 subscribers (5,795 in 2024) + 28,6%
5,355 impressions from September 2024 to the end of January 2025 (2,946 in 2024)	94,778 impressions from September 2024 to the end of January 2025 (78,313 in 2024)	163,460 impressions from September 2024 to the end of January 2025 (198,688 in 2024)
4,558 impressions in January 2025 (2,017 in 2024)	78,934 impressions in January 2025 (69,137 in 2024)	86,675 impressions in January 2025 (112,559 in 2024)
21,715 sponsored impressions (new for 2025)	646,446 sponsored impressions (3,326,395 in 2024)	460,654 sponsored impressions (415,592 in 2024)
Audiences: younger people, short supply chain producers, students, and a confirmed increase in exhibitors +53.47% more subscribers in 2025 (Note: the account was launched in 2022)	A network that remains relevant and continues to reach a wide audience	A professional network with strong subscriber growth, yet lacking presence from producers



NEWSLETTER LINKEDIN

3,109 SUBSCRIBERS

Open rate between 31% and 35%



<https://www.linkedin.com/newsletters/v%C3%A9g%C3%A9tal-produire-demain-7174104859229483011/>



MEET UP ON
13, 14 AND 15 JANUARY
2026
FOR THE 39TH EDITION !