

# VIBE

INTERNATIONAL BUSINESS CONVENTION

March 15<sup>th</sup> & 16<sup>th</sup> 2022,  
SIVAL, in Angers, France



VIBE VEGEPOLYS VALLEY INTERNATIONAL BUSINESS EVENT

On March 15<sup>th</sup> and 16<sup>th</sup>, 2022, during the 35<sup>th</sup> edition of the SIVAL Trade Fair, the **VIBE - VEGEPOLYS VALLEY International Business Event** – was co-organized by the French Plant Cluster **VEGEPOLYS VALLEY** and the **World-Class Trade Fair for Plant Production, SIVAL**.

With **20,000 visitors**, the **SIVAL** gathered **700 French & International exhibitors** who have been invited to present their latest innovations.

Being one of SIVAL's highlights, the VIBE continues to be a key moment in the Fair's internationalization strategy. After cancellation and a covid-related report, this new edition is held in a hybrid format, face-to-face and online. During **qualified business meetings** in a dedicated area, and other networking opportunities, participants could establish promising contacts and consider future international partnerships.

151 Participants  
208 B to B Meetings  
33 Countries



## BUSINESS CONVENTION

During this VIBE 9<sup>th</sup> edition, **208 contacts** were made, involving 151 participants from 33 countries.

An **online platform, managed by Enterprise Europe Network** and dedicated to the organization of these meetings, was made available to participants. The purpose of this tool was to facilitate the identification of future international partners present at the Fair.



This year, former French participants represent more than 80% of registrations, this confirms the satisfaction of this meeting format for Vegepolys Valley members and SIVAL exhibitors.

Moreover, **39 of the 151 participants were Exhibitors**. Participants particularly appreciated the quality of the meetings, allowing them to optimize their time during the trade show.

Vegepolys Valley is financially supported by:



VIBE supporters :





## INTERNATIONAL PERSPECTIVE

The 2022 VEGEPOLYS VALLEY International Business Event gathered **96 international participants**. This Event offered them direct access to SIVAL & VEGEPOLYS VALLEY networks to facilitate business and cooperation with **French & International stakeholders**.

Algeria	Colombia	Hungary	Kazakhstan	Poland	Slovakia
Austria	Côte d'Ivoire	Iran, Islamic Republic Of	Kenya	Portugal	Spain
Belgium	Czech Republic	Ireland	Madagascar	Romania	Togo
Canada	France	Israel	Mexico	Senegal	Turkey
Chile	Germany	Italy	Morocco	Singapore	Ukraine
Greece			Netherlands	Viet Nam	



## WELCOME COCKTAIL & NETWORKING

On Tuesday, March 15, 2022, the VIBE Participants Networking Cocktail took place. At the Galerie David d'Angers, international partners and SIVAL guests were welcomed by Mr. Boismorin, director of VEGEPOLYS VALLEY, Mr. Dupont, president of SIVAL, Mrs. Favre d'Anne, Angers deputy mayor for tourism, also vice-president of Destination Angers, Mr. Yves Gidoin, ALDEV president, and Ms. Maussion, regional councilor at Pays de la Loire region and member of the commission for agriculture, agro-food, food, forestry, fishing, and sea.



This Welcome Cocktail gathered **more than 90 guests** within **the Galerie David d'Angers**, a symbolic and cultural monument of the City of Angers. A good opportunity for them to discover **Angers, Capital of the Plant sector**, and its multiple business opportunities.

All along the SIVAL, several key moments allowed participants to pursue their business interactions in a more informal way, such as the lunchtime cocktails and the trade fair guided tours.



## SIVAL GUIDED TOURS

On Tuesday, March 15<sup>th</sup>, 2022, before the B to B meetings, **guided and commented tours of SIVAL** were attended by more than 25 international VIBE participants. Three thematic itineraries were scheduled among the Winners of the 2021 & 2022 SIVAL Innovation Contest: AgTech, Varietal Innovation, and Biocontrol. Each group was guided by a member of the VIBE Steering Committee and two ISTOM students.

See you in January 2023 for the 10<sup>th</sup> edition of the VIBE!

Vegepolys Valley is financially supported by:



VIBE supporters :

