



VIBE VEGEPOLYS VALLEY INTERNATIONAL BUSINESS EVENT

On Tuesday, January 14th 2020, first day of the 34th 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 **SIVAL**.

With **26,000 visitors from 55 countries** (versus 45 in 2019), the **World-Class Trade Fair for Plant Production** gathered **700 French & International exhibitors** who could present their latest innovations.

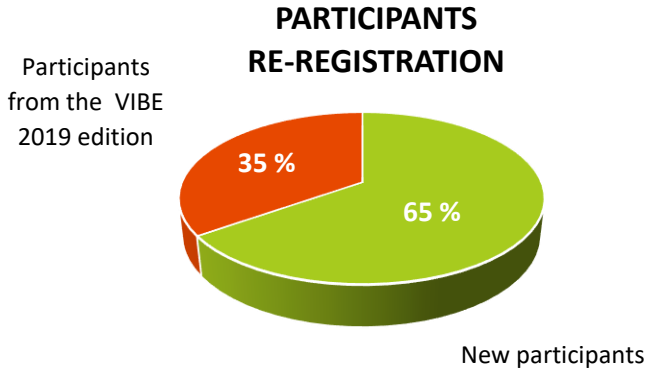
Being one of SIVAL’s highlights, the VIBE continues to be a key point in the Fair’s internationalization strategy. During **qualified business meetings** in a dedicated area, and other networking opportunities, participants could establish promising contacts and consider future international partnerships.

140 Participants
370 B to B Meetings
24 Countries

BUSINESS CONVENTION

During this 8th edition of the VIBE, **370 meetings** of 30 minutes each have been scheduled, involving 140 participants from 24 countries.

An **online platform, administered by Enterprise Europe Network** and dedicated to the organization of these meetings, was made available to future participants from September 2019. The purpose of this tool was to facilitate the identification of future international partners present at the Fair.



More than a third of the 2020 VIBE participants already took part to the Event in the last edition, which confirms their satisfaction with the meetings format and quality.

Moreover, **42 of the 140 participants were Exhibitors**. Participants particularly appreciated the quality of the meetings, allowing them to optimize their time during the trade show.



INTERNATIONAL PERSPECTIVE

The 2020 VEGEPOLYS VALLEY International Business Event gathered **75 international participants**, or **54 % of the total participants**. This Event offered them a direct access to SIVAL & VEGEPOLYS VALLEY networks in order to **facilitate business and cooperation with French & International stakeholders**.

Australia	1	Israel	1	Portugal	5
Belgium	3	Italy	6	Qatar	1
Chile	5	Kazakhstan	3	Reunion	1
China	2	Kyrgyzstan	1	Russia	3
Côte d'Ivoire	1	Mexico	4	Saudi Arabia	2
Egypt	4	Morocco	2	Senegal	4
France	64	Netherlands	8	Spain	14
Germany	1	Norway	2	Tunisia	1
				United Kingdom	1



WELCOME COCKTAIL & NETWORKING

On Monday, January 13th 2020, the evening before the SIVAL, took place a **Welcome Cocktail** for the VIBE participants, the SIVAL International partners and guests, as well as journalists from the international specialized Press. They were welcomed by Ms. Séverine DARSONVILLE, President of VEGEPOLYS VALLEY, Mr Bruno DUPONT, President of the SIVAL, and Mr Jean-Pierre BERNHEIM, Vice-President of Angers Loire Métropole.



This Welcome Cocktail gathered **more than 130 guests** within **the Great Gallery of the Museum of Fine-Arts**, 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 allow the participants to pursue their business interactions in a more informal way, at the lunch buffets and during the AGTECH Evening organized by the SIVAL on Tuesday, January 14th.



GUIDED TOURS OF SIVAL

On Wednesday, January 15th 2020, following the B to B meetings, **guided and commented tours of SIVAL** were attended by more than 40 international participants of the VIBE. Three thematic itineraries were scheduled among the Winners of the 2020 SIVAL Innovation Contest : AgTech, Varietal Innovation & Plant Protection/ Health. Each Group was guided by a member of the VIBE Steering Committee and a student from ISTOM School.

See you on January 12th 2021 for the 9th edition of the VIBE!

