



27 FEBRUARY > 7 MARCH

2021



THE ESSENTIAL EVENT FOR THE AGRICULTURAL SECTOR



LIVESTOCK BREEDING
AND ITS SECTORS



CROPS AND PLANT SECTORS



PRODUCTS FROM REGIONS ACROSS
FRANCE AND ITS OVERSEAS TERRITORIES
AND FROM THE REST OF THE WORLD



AGRICULTURAL SERVICES AND PROFESSIONS



#SIAPRO2021

www.salon-agriculture.com

NUMEROUS EXHIBITORS

Be part of the leading agricultural event and join more than 1,000 exhibitors from 22 countries!

1.335

STANDS

including 960 with products to sell (72%)



15

INTERNATIONAL HALLS

Andorra, Ivory Coast (3 representatives), Spain, Italy, Mali, Morocco, Nigeria, Senegal, Slovenia, Sudan, Switzerland, Tanzania, Tunisia

Good reasons to exhibit

75% of exhibitors believe that the show is important.

Follow their lead and come and meet your targets for:

Developing loyalty · Client contacts · Meetings · Image · Brand profile · Unveiling new products · Sales · Educating the general public · Discussions with institutional partners

AN INNOVATIVE SHOW



Who are they?



2 high-appeal hubs

in the Crops and Plant sectors area



SUPER JOBS IN THE PLANT SECTOR with VAL'HOR:

A dive into the excellence and expertise of florists and landscape gardeners for the 2020 edition.



An exhibition all about biosourced products.

In partnership with the ADEME, CAMIF and CREDIT AGRICOLE, the 2020 edition brought together 50 products made by 28 completely French brands over 80 m².

2021

Farming, our day-to-day lives, your future!

Topic: The recent crises have placed resilient agriculture at the heart of the debate about how we are going to feed people. Farmers produce when things are going well and when things are going badly. Consumers are paying more and more attention to the quality of what they eat and have rediscovered the essential role that farmers play. Agriculture innovates and is driving the forthcoming transformation. The challenge is to build a common future.

EVER POPULAR AMONG VISITORS



482,221* INCLUDING **33,402** PROFESSIONAL VISITORS
FRENCH AND INTERNATIONAL VISITORS

Why do they come?

Discover • Learn • Have fun • Purchase regional products • Discuss • Sample

Who are they?



AVERAGE AGE
45 years old

91%

of visitors are satisfied

94%

of visitors are satisfied with the quality of the products presented by the exhibitors

6

halls visited on average



The famous reputation of French gastronomy

15,850 wines

6,630 products

6,900 panel members



The excellence of animal breeding

2,166 animals

8 animal types

369 breeds

1,428 livestock farmers

4 EXHIBITION SECTORS

LIVESTOCK FARMING
AND ITS ASSOCIATED
SECTORS

CROPS AND PLANT
SECTORS

AGRICULTURAL
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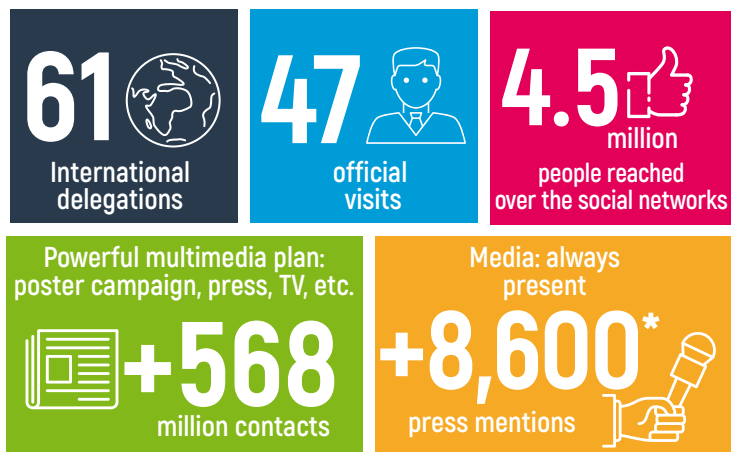
PRODUCTS FROM
REGIONS ACROSS
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THE WORLD



Finalised on 29/06/2020, subject to modification.

AN UNMISSABLE EVENT

Unique involvement of the media and political figures



Communications tools to raise your profile

Are you interested in raising your profile in the eyes of the general public, children, professionals or livestock farmers?

A wide range of communications tools are available: your message can be broadcast onto the central digital ring, you can sponsor the Agri'Détente relaxation areas, banners can be installed in the arenas, etc.

Our sales team is available to help with any requests to do with your communications strategy.

The Show also means...

The Paris International Agricultural Show showcases the circular economy and is committed to tackling food waste:

- An operation to **recover and recycle manure into biogas** with GRTgaz
- **6.8 tonnes of food waste recovered by the Food Banks**



Photo credits: Grégoire Von Rakowski, Patrick Parchet, Romain Devoise - Design: Agence Solar
All exhibitor and visitor figures are from surveys conducted during and after the 2020 show.

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