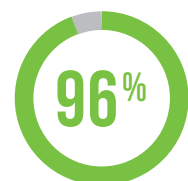


*"...every day, three times a day,
you need a farmer"*

Brenda Schoepp, farmer, Canada

Quotation used for the 2017 theme.

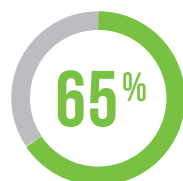
» 618,958 VISITORS



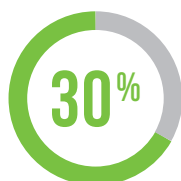
were satisfied with
their visit, **48%** of whom
were very satisfied



were
new visitors



were from the Paris region,
33% were from outside the
capital, **2%** were from abroad



came with
their families



men /
women

» EXHIBITING AT THE SHOW MEANS

MEETING

1% of France's
population in 9 days

GENERATING

orders
and sales

STRENGTHENING

your position
on the market

UNIFYING

people around your
commitment in the
agricultural sector

BEING

on one
of the largest
media platforms

LET'S GET READY FOR THE 2018 SHOW TOGETHER!

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COMEXPOSIUM



FROM FEBRUARY 24TH TO MARCH 4TH 2018!

» THE LEADING AGRICULTURAL EVENT



55
official
visits



618,958 VISITORS

EQUIVALENT TO **1 %** OF FRANCE'S POPULATION

48

international
delegations



17 million
mentions of #SIA2017



2,047

accredited journalists



More than **900** exhibitors
22 countries represented

Find out more at www.salon-agriculture.com



#SIA2018

Comexposium - 70 avenue du Général de Gaulle - 92058 Paris La Défense Cedex - SAS with capital of EUR60,000,000 - 316 780 519 RCS NANTERRE - Design & Production: Anatha - Photo credits: © Franck Foucha - SIA 2017.



Livestock production and its sectors



Crop and plant sectors, gardening and vegetable gardens



Products from regions across France and from the rest of the world



Agricultural services and professions

» THE 4 SECTIONS OF THE SHOW



LIVESTOCK
PRODUCTION AND
ITS SECTORS



CROP AND PLANT
SECTORS, GARDENING
AND VEGETABLE
GARDENS



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



AGRICULTURAL
SERVICES AND
PROFESSIONS

» MORE THAN A SHOW - A COMMUNITY OF PEOPLE WITH SHARED VALUES



Over 4 million
pages viewed
on the website

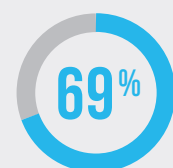


More than 57,000 fans
(60% more than 2016)
More than 500,000
video viewings

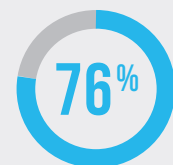


Nearly 10,500 subscribers
(60% more than 2016)
More than 16 million
mentions of #SIA 2017

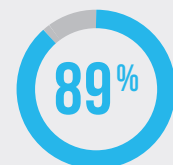
» MORE THAN 900 EXHIBITORS



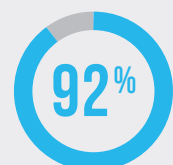
of exhibitors
were satisfied
with their
attendance



of exhibitors
are intending
to come back
in 2018



of exhibitors were
satisfied with
the quality of the
visitors they met



of visitors were
satisfied with the
way in which they
were welcomed
by exhibitors

» AN EXHIBITION THAT APPEALS TO PROFESSIONALS

Nearly 30,000 professional visitors from the agricultural and agro-food sectors, 12,000 of whom were registered to take advantage of the professional programme.

An International Business Club in Hall 1, featuring personalised welcomes, presentations of the show and opportunities to meet the exhibitors.

» THE CONCOURS GENERAL AGRICOLE COMBINING EXCELLENCE AND EXPERTISE



Concours Général Agricole for Animals:



7 ANIMAL TYPES



BREEDS



ANIMALS

Concours Général Agricole for Products & Wines:
16,799 wines and 5,249 farm, artisanal and industrial products competing.

The competitions taking place in the six rings were streamed live on the Internet: more than 197,000 people logged on to watch!



A unique week for the media and the political world: 2400 accredited journalists, 55 official visits.



A powerful communications campaign: poster campaign, TV and radio adverts, coverage by the national and regional press.



Nearly 30 conferences dealing with current themes



A passageway filled with ideas



The best of French breeding and livestock



1,334 award-winning products



6,120 judges sample and judge the products and wines