



FROM FEBRUARY 24TH TO MARCH 4TH 2018!

THE LEADING **AGRICULTURAL** EVENT

55
official
visits



48
international
delegations



17 million
mentions of **#SIA2017**



618,958 VISITORS
EQUIVALENT TO **1 %** OF FRANCE'S POPULATION



2,047
accredited journalists



More than 900 exhibitors
22 countries represented

Find out more at www.salon-agriculture.com



#SIA2018



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

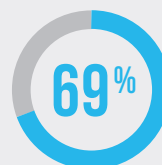


More than 57,000 fans
(60% more than 2016)
More than 500,000
video viewings

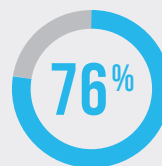


Nearly 10,500 subscribers
(60% more than 2016)
More than 16 million
mentions of #SIA 2017

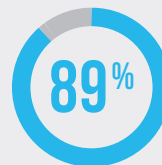
» MORE THAN 900 EXHIBITORS



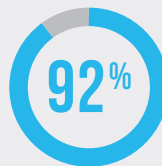
of exhibitors
were satisfied
with their
attendance



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



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.

» 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

7 ANIMAL TYPES

344

BREEDS

Over 2,600

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!



Nearly 30 conferences dealing with current themes



A passageway filled with ideas



The best of French breeding and livestock

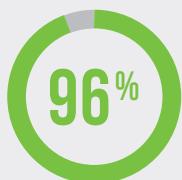


1,334 award-winning products



6,120 judges sample and judge the products and wines

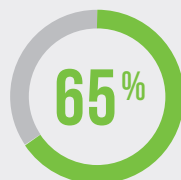
» 618,958 VISITORS



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



Pavillon 1	Livestock production & its sectors Cattle, goats, pigs, sheep
Pavillon 2.1	Horses Crafts and rural heritage of France NEW
Pavillon 2.2	Crops & plant sectors Garden and kitchen garden
Pavillon 3	The 13 regions of France and their products

Pavillon 4	Agricultural services & professions Sea and freshwater Agriculture 4.0 Forest and Wood NEW Environment and Energy Multi-sector Farmyard animals
Pavillon 5.1	Regions and products of overseas territories
Pavillon 5.2	Agriculture and world delights World Livestock
Pavillon 7.1	Dogs and cats
Pavillon 7.2	Concours Général Agricole products and wines

THE 2018 SHOW!

» 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

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Livestock production & its sectors

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