



23 February > 3 March

# 2019

The essential event  
for the agricultural  
sector



**LIVESTOCK PRODUCTION  
& ITS SECTORS**



**CROP & PLANT SECTORS**



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



**AGRICULTURAL SERVICES  
& PROFESSIONS**



#SIAPRO2019

[www.salon-agriculture.com](http://www.salon-agriculture.com)



**Valérie Le Roy**

Director of the Paris International Agricultural Show

Valérie Le Roy

@LeValeroy2

**ESSENTIAL...**

**the Paris International Agricultural Show is essential for several reasons.**

**WHAT** other event offers so many people the opportunity to meet representatives of a whole sector?

**WHAT** other opportunity do so many consumers have to talk directly with the people who produce the high-quality food that they eat on a daily basis?

**WHERE** can people talk to farmers who are also stakeholders in our regions?

**WHEN** do livestock farmers and producers, politicians and institutions, professionals and media representatives gather together to discuss the same topic: agriculture?

It is because the Paris International Agricultural Show is the answer to all of these questions that it has become essential – every year. So make a note in your diaries – 23 February to 3 March 2019.

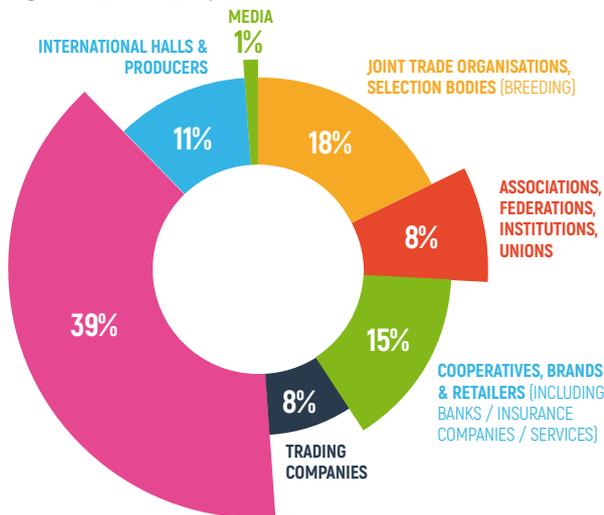


# Essential for 1000 exhibitors

## WHY DO THEY COME?

- Developing loyalty
- Client Contacts
- Meetings
- Image
- Brand profile
- Unveiling new products
- Educating the general public
- Discussions with institutional partners

## WHO ARE THEY?



## WHAT DO THEY THINK OF THE SHOW?



## The Concours General Agricole



Products and wines: the famous reputation of French gastronomy

16,027 wines

5782 products

6800 panel members

Animals: the excellence of animal breeding

2900 animals

8 animal types

1444 livestock farmers

384 breeds



270,000 people watched live feeds of the General Agricultural Competition held in the rings

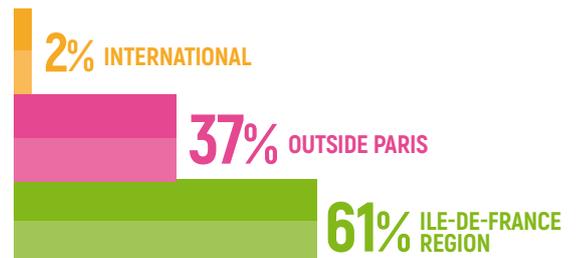
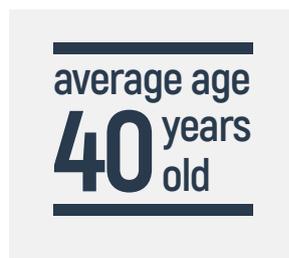
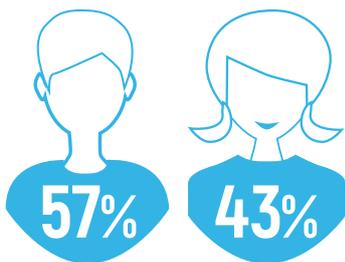


## Essential for 1% of the French population

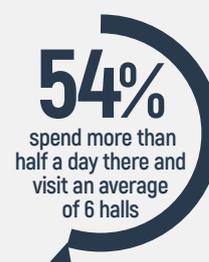
**672,568** FRENCH, INTERNATIONAL, PROFESSIONAL AND GENERAL PUBLIC VISITORS

■ **WHY DO THEY COME?** Discover · Learn · Have fun · Purchase regional products · Discuss · Sample ·

■ **WHO ARE THEY?**



■ **HOW DO THEIR VISITS GO?**



# Essential for staying in the news about the agricultural sector



**33,000** professional visitors

- Professionals' village, a range of agro-supplies, genetics and services
- Themed workshops
- Personalised itineraries



**261** press mentions

about new technologies and the digitisation of agriculture.



**13** partners

brought together to provide information about professions, training programmes, job offers, etc.



# Essential for the media and politicians

**INTERNATIONAL DELEGATIONS AND OFFICIAL VISITS**

**69** international delegations  
more than **40** official visits

**MULTIMEDIA PLAN: POSTER CAMPAIGN, PRESS, TV, ETC. POWERFUL COVERAGE**

An audience of more than **17 million** people

**SOCIAL NETWORKS: AN ACTIVE COMMUNITY ON INSTAGRAM, TWITTER AND FACEBOOK**

**8 million** people reached

**MEDIA: ALWAYS PRESENT**

more than **10,000** press mentions

Photo credits: @Romain Devoise - Design: Agence Solar  
All exhibitor and visitor figures are from surveys conducted during and after the 2018 show

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