



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



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.

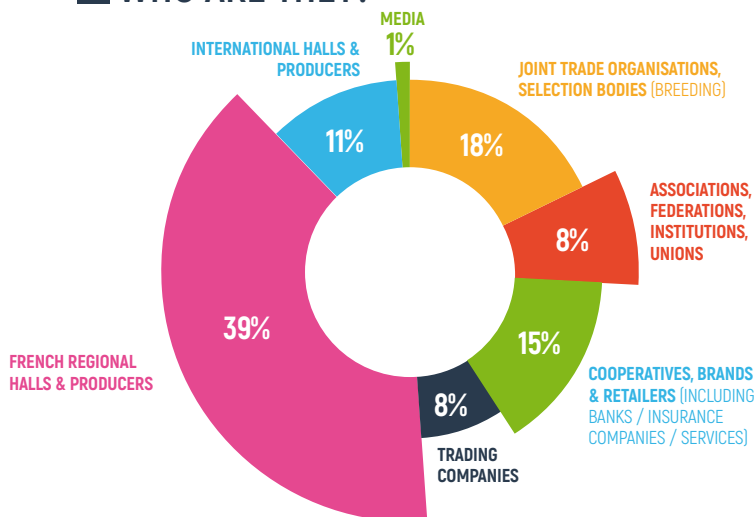


Essential for 1000 exhibitors

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

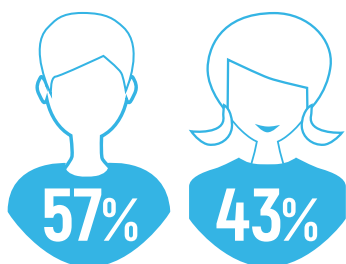


Essential for 1% of the French population

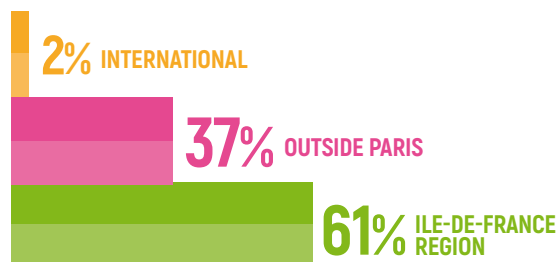
672,568 FRENCH, INTERNATIONAL, PROFESSIONAL
AND GENERAL PUBLIC VISITORS

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

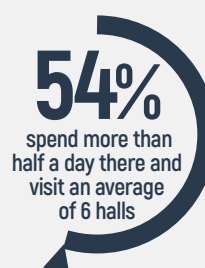
■ WHO ARE THEY?



average age
40 years
old



■ 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

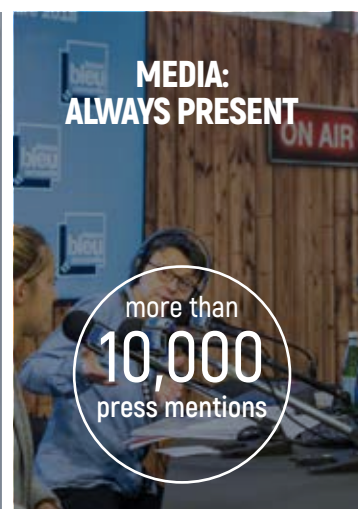
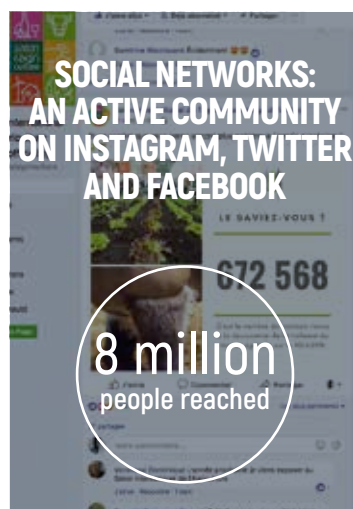
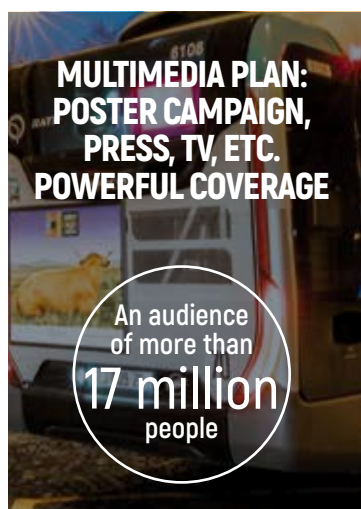


Photo credits: @Romain Devoise - Design: Agence Solar
All exhibitor and visitor figures are from surveys conducted during and after the 2018 show

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