



SIMA

- CLIMMAR Congress-

Riga – 23rd to 26th October 2014

22 > 26 FÉVRIER
FEBRUARY

2015

SIMA
SIMAGENA SIMAVIP

MONDIAL DES FOURNISSEURS DE L'AGRICULTURE ET DE L'ÉLEVAGE
PARIS INTERNATIONAL AGRI-BUSINESS SHOW

www.simaonline.com

Paris Nord Villepinte - France

SIMA - International trade show for Agriculture and livestock suppliers

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Paris Nord Villepinte - France



- **1 700** companies
- **248 800** professional visitors
- **145** countries
- **27** hectares of exhibition space
- **600** new products for 2015
- Over **50** forums and events

A comprehensive range



Agricultural Machinery



Expansion of the range for 2015:

- Pro equipments for green space
- Equipments for tropical and special crops
- Expansion of range for sustainable development

Livestock & Genetics



International rendezvous for professionals:

- Over **200** exhibiting breeders
- **250** dairy and beef cattle
- **Auctions** broadcast live online

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SIMA meets all the needs of a farm operation!



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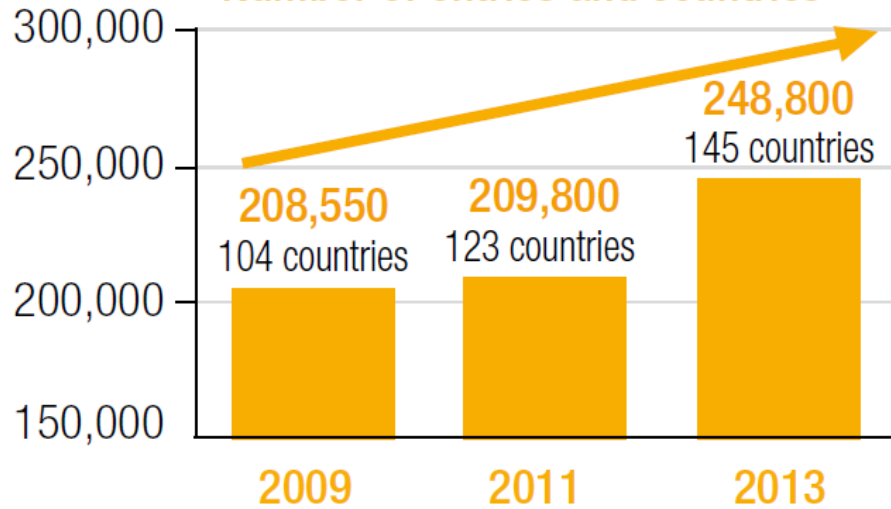


Whatever the farm size :
small, medium, large

Whatever the type of farming :
conventional, integrated, organic

SIMA - A STEADY GROWTH!

Number of entries and countries



■ Entries

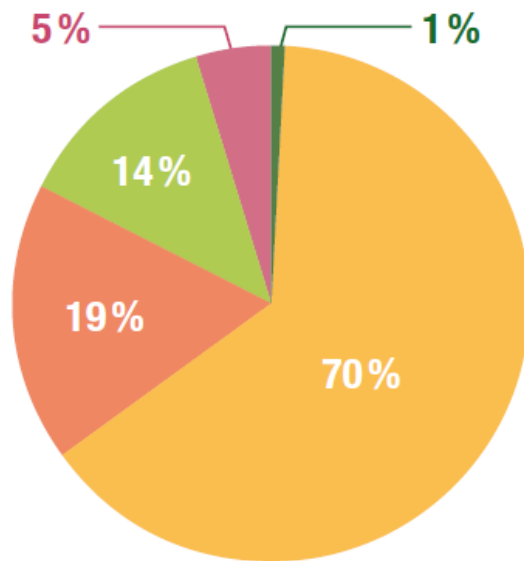
Number of exhibiting companies and countries



■ Exhibitors

VISITORS TO SIMA

Visitors by sector*



80% of visitors are **buyers** (farmers, breeders, traders, cooperatives, local government, etc.).

20% are **key influencers**.

72% of visitors are **farm or business owners**.



* Some visitors may fit into multiple categories.

AN INTERNATIONAL TRADE SHOW

The benchmark international trade show



25% of international **visitors**

50% of international **exhibitors**

561 **journalists** from 46 countries

330 international **delegations**

SIMA - A STEADY GROWTH!



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Paris Nord Villepinte - France

- **A new layout**

- Hall 3 to 7
- Hall 3 : Spare parts and components
- Hall 7 : SIMAGENA, milking and breeding equipment, handling, transports, renewable energies

- **2 new sectors**

- professional equipment for landscaping and for tropical and specialist crops

- **Development in 4 sectors**

- Tractors
- Soil tillage
- Forestry equipment
- Specialized crops (potatoes, beets, fruits and vegetables)

- **New international exhibitors**

- Korea, Turkey, Japan, Greece, USA, India, etc.

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Le SIMA s'agrandit : halls 3 à 7 ! SIMA expands: halls 3 to 7!

Arrivée parkings / Car parks arrival

ENTRÉE / ENTRANCE

HALL 5b

HALL 5a

HALL 4

HALL 3

ENTRÉE / ENTRANCE

HALL 6

HALL 7

ENTRÉES
ENTRANCES

SIMAGENA

SIA*

Parking bus
Bus car park

HALL 8

Arrivée RER
Train arrival

REX B

Station Parc des Expositions

Gare du Nord
Châtelet-Les Halles
PARIS

- Espace rural et forestier
Rural and forestry area
- Services & Institutions
Services & Institutions
- Travail du sol / Soil tillage

- Bâtiments de stockage
Storage buildings
- Remorques, Transport
Trailers, Transports
- Pièces & Composants
Spare parts and components
- Services & Institutions
Services & Institutions
- Travail du sol / Soil tillage

- NOUVEAU !**
- « Matériels pour cultures tropicales & spécialisées », et « Équipements pro pour espaces verts » : parcours de visite.

- NEW!**
- "Equipment for tropical and special crops" and "Pro equipment for green spaces": themed routes.

- Équipements pro pour espaces verts / Pro equipment for green spaces
- Irrigation / Irrigation
- Traction & Récolte / Tractors and harvesting equipment
- Travail du sol / Soil tillage

- Culture, récolte, conservation, conditionnement betteraves, pommes de terre, fruits & légumes
Crops, harvesting, storage, packaging of beets, potatoes, fruits & vegetables
- Protection des plantes
Plant protection
- Services & Institutions
Services & Institutions
- Traction & Récolte
Tractors and harvesting equipment

- ENR / Renewable energy
- Manutention, Remorques, Transport
Handling, Trailers, Transports
- Matériel de traite et d'élevage
Milking and breeding equipment

Aéroport / Airport
Ch. de Gaule 1&2
TGV

SIMA 2015 theme : INNOVATION first !



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Paris Nord Villepinte - France



- **SIMA Innovation Awards**
 - Awards ceremony : 27 November 2014
- **Innovation Gallery**
 - All the winners of the SIMA Innovation Awards
- **600 new products** presented by exhibitors
- **Contributions from schools**
 - Vision of tomorrow's agriculture
- **Innovative farmers portraits**
 - French and international vision

A NEW-LOOK SIMAGENA 2015



- **New in 2015**

- Change of venue - new Hall 7.

- **A high-quality programme**

- Inter-breed open shows.
- Prim'Holstein competition.
- European auctions, broadcasted on the SIMA website.
- Presentation of polled cattle.
- Demonstrations of innovative livestock farming equipment

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- **200** European livestock breeders
- **250** dairy and beef cattle
- **44 %** of farmers taking part in SIMA are livestock farmers

SIMA : THE MEETING PLACE FOR PROFESSIONALS

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Paris Nord Villepinte - France



- **Focus on 3 countries**
 - South Africa, Mexico, Japan
- A full range of **international meetings, conferences** and **workshops** (translation in English)
- An open **platform for exchange** with international experts : agricultural productivity, efficiency, value-chain, best practices, precision agriculture, etc.

SIMA SERVICES

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Paris Nord Villepinte - France



- **International Business Club**

- New location: mezzanine of hall 6!
- A customized welcome during the show with a presentation of SIMA

- **SIMA Business Meeting**

- Free service for BtoB rendez-vous
 - First contact on simaonline.com
 - Meeting during the show

- **Preferential rates on entertainment in Paris : SIMA OFF**

- Flights, Hotel, Evening
- Special rates at the Crazy Horse, Musée du Louvre, Musée d'Orsay, etc

PARIS, the meeting place of the worldwide agriculture!



Over **1,000,000** people attended

700,000 visitors on the Paris
International Agricultural Show

248,800 professional entries on the SIMA –
SIMAGENA

Almost **5,000** animals including
1200 cattle



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