



# French President's report





# News from the industry





- Continuation of the purchase of equipment material by tractors manufacturers for the setting of full-liners manufacturers
- Arrival of new players in our jobs : big transnational stakeholders
- Continuation of the merging of business : cross-borders for the dealerships
- Arrival of the Chinese players on the market





# News from farmers and contractors





- Farmers' income down : no stimulus for investment
- Image of the agriculture is changing : Shortage of funds, sanitary problems, sanitary scandals
- Good harvest for wheat in quantity and in quality but competition from Russia pulling the price down
- Some professional networks are well functioning :
  - End customer direct selling
  - Value added products (Comté, Roquefort)





- Dairy :
  - Price of milk increasing of 11 % compared to 2016, at the same time the global collect is decreasing of 3%.
  - Meetings with dairy association
  - Project of investments in abeyance and now oriented towards milking machines
  - Resale of a number of robots
- Bio-farms : 32 326 bio- farms, meaning + 12 % compared to last year and +32 % compared to 2013
- Boom of the urban agriculture





# News from the qualification-item





- Diagnosis, electronics (in the degrees)
- Implementation of an add-on to training after graduation to strengthen their competence particularly on the diagnosis
- Campaign to promote our jobs towards young people
- Worries about the age pyramid for technical teachers
- Lack of technical training for teachers in new technologies







# National political events, actions and results





## New board for 4 years with new goals :

- A better gathering with and next to Sedima
- Continuation of the integration of specialized activities i.e. lawn and garden / irrigation
- Improve the exchange of information between the national and the local
- Build a modern communication policy : customers, manufacturers, politics
- To arouse the interest of young people for our business



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## New board for 4 years with new goals : *next*

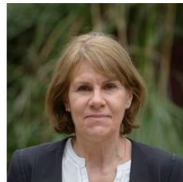
- Adapt, create and display the services of tomorrow around the new technologies (robotic, big data, internet, uberisation)
- Defend a fair sharing of added value
- Ensure compliance of our independent status
- Enhance the supply of services of SEDIMA



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## Other national Branch-events

- Sedima Press conference in June
- Strategic seminar about local animation
- Create an event for the members of the business of parks and gardens



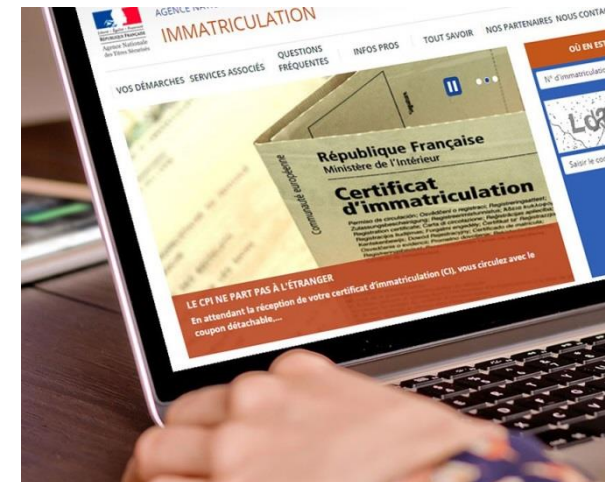
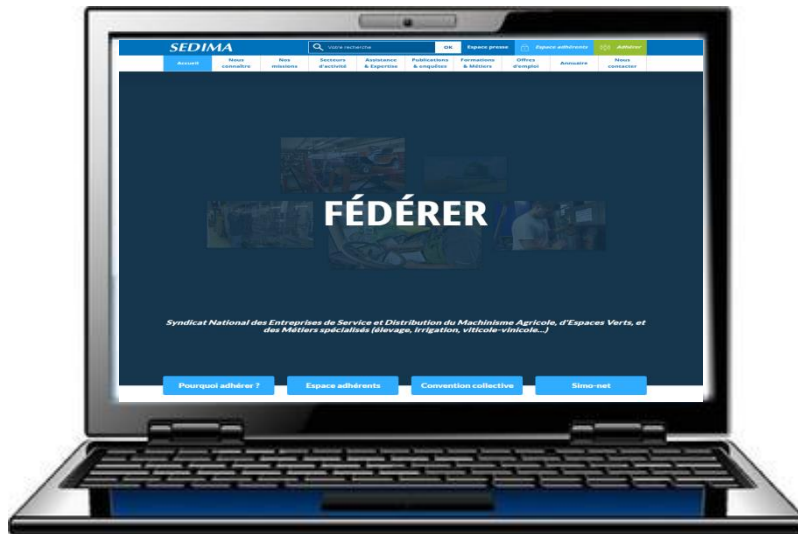


# Associations' internally





- Redesigning of the website of SEDIMA
- Redesigning and improvement of the website Simo-net : the second hand equipment assessment tool
- Signature with the Government of a convention allowing our members to achieve registration of all agricultural materials by internet





# National exhibitions





- Dealers days with SIMA
- Partnership with the different shows and fairs :
  - SPACE,
  - SOMMET DE L'ELEVAGE
  - and THE FAIR FOR GARDEN EQUIPEMENT

**SIMA DEALER'S DAY-TING**



<b>SPACE</b> 12-15 sept. RENNES FRANCE	Extérieur Hall 11 Stand F18
<b>SALONVERT</b> SUD-EST Rejoignez-nous sur notre stand, mercredi 20 et jeudi 21 septembre 2017 à la base de loisirs de Vénérieu (38) près de Lyon.	Entrée 2
<b>SOMMET DE L'ELEVAGE</b> GRANDE HALLE D'AUVERGNE   CLERMONT-FERRAND   FRANCE 4   5   6 OCTOBRE 2017	Esplanade 1 Stand 1156

