

SIA'PRO

INTERNATIONAL AGRICULTURAL EXHIBITION
AGRICULTURAL TECHNOLOGIES AND SOLUTIONS

23>25
FEB 2025
Paris Expo
Porte de
Versailles



Organisé par :  

23>25 FEB 2025
SIAPRO
INTERNATIONAL AGRICULTURAL EXHIBITION
AGRICULTURAL TECHNOLOGIES AND SOLUTIONS
Paris Expo Porte de Versailles

SALON
INTERNATIONAL
DE L'AGRI
CULTURE
22 FEVRIER > 2 MARS 2025



Join us in February 2025 for :

Paris Agriculture Week

Three major events in Paris to raise the profile of agriculture in France.

Introducing CENECA

- A limited company made up of the major French agricultural trade associations, banks and other institutions in the sector.
- Owner of the Salon International de l'Agriculture, which celebrated its 60th edition in 2024 . This show has become the biggest in France. A showcase for French and foreign agriculture, it takes place in Paris at the Porte de Versailles every year at the end of February.
- Owner of the SIA'PRO, launched in 2024 and designed as a fully-fledged event for the 2025 edition.



Jérôme DESPEY
PRÉSIDENT DU
CENECA

«SIA'PRO's ambition is to help professionals faced with the challenges and major changes in agriculture.

With the Salon International de l'Agriculture and SIA'PRO, we are committed to enhancing the visibility and impact of agriculture on the national and international stage. »

CENECA
centre national des expositions
& concours agricoles

GOVERNING BOARD



An event dedicated to innovative solutions and technologies



A show designed by farmers for farmers.

One mission: to support farmers as they develop their farms and their businesses.



The aim of the event is to showcase practical, effective innovations to meet the day-to-day challenges faced by farmers.



Bringing together the entire ecosystem in a place dedicated to sharing expertise and business opportunities.



The event is part of Agriculture Week, in conjunction with the Salon International de l'Agriculture.

The meeting place for the professional agricultural community at the Salon International de l'Agriculture

An event for **agriculture** and **farmers**



A range of solutions and technological innovations for agriculture and farmers.



A rich programme of conferences, round-table discussions and experience feedback aimed at supporting farmers as they develop their farms and their businesses.



An event that brings together solution providers and investors.



Une offre adaptée et accessible aux agriculteurs en quête de solutions



AGRI-INPUTS



RENEWABLE ENERGIES



**NEW TECHNOLOGIES
& ROBOTICS**



SERVICES & ADVICE



**EQUIPMENT &
COMPONENTS**

SIA'PRO's offer is a response to the current challenges and new issues facing farmers:

- Optimising technological innovations
- Maintaining the profitability of farms
- Ensuring food sovereignty
- Preserving the quality of natural resources
- Adapting agriculture to climate change
- Encouraging farm takeovers

The exhibition of agricultural solutions : all sectors involved



For professionals only

Farmers :

- Row crops
- Fruits and vegetables
- Other crops
- Dairy
- Beef cattle
- Other livestock
- Livestock & mixed cropping
- Organic



Dealers /
Distributors /
Importers

Agri-business
manufacturers

Component and
accessory
manufacturers



Farm or
Forestry
contractors

Farm machinery pools /
Chambers of agriculture
advisors /
Agricultural and
Agri-equipment advisors

Traders /
Cooperatives
and collection



Official farming
bodies /
Training /
Services

Landscaping
professionals

EUROPEAN'HUB
FOR AGRICULTURAL
INNOVATION

LE CAFÉ
DES AGRIS

SIA'PRO
THE FARMER'S
FORUM

**Highlights and
events**

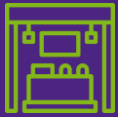


The European Hub for Agricultural Innovation

EUROPEAN HUB
FOR AGRICULTURAL
INNOVATION

Innovation at the heart of the show

A space dedicated to European innovation with :



STANDS

Start-ups and clusters grouped together by country, in a single space.



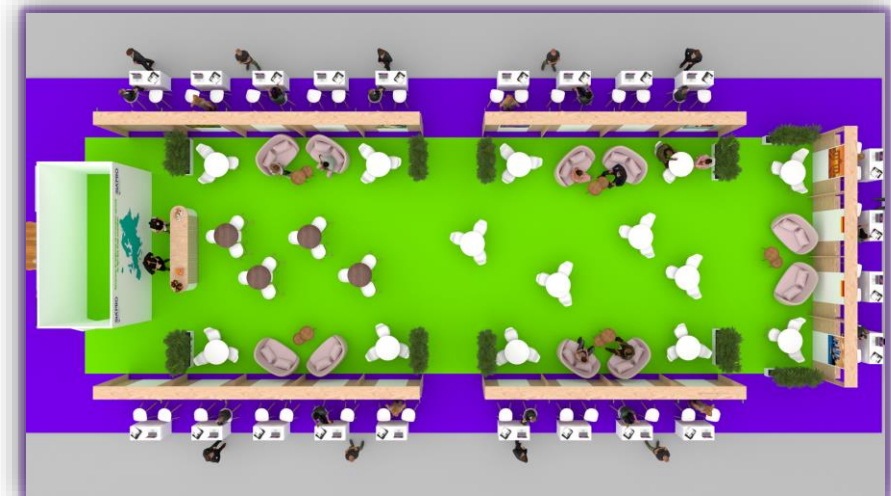
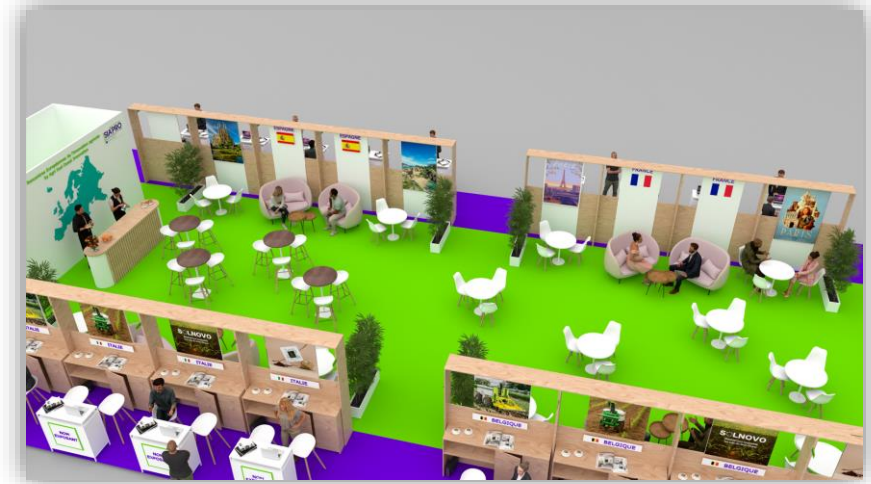
THE FARMER'S FORUM

Des prises de parole : conférences, interventions, sont prévues dans l'espace Forum du salon.



NETWORKING AREA

A reception area for organising business meetings.



Two dedicated conference areas

SIA'PRO provides farmers with the solutions of today and tomorrow.

SIA'PRO
THE FARMER'S
FORUM

LE CAFÉ
DES AGRIS



THE FORUM

Attend conferences and workshops with dedicated experts in the show's Forum area.



THE 'VOICE OF AGRIS'

Come and meet the farmers who will be sharing their experience with you in a friendly atmosphere.



NEW TECHNOLOGIES

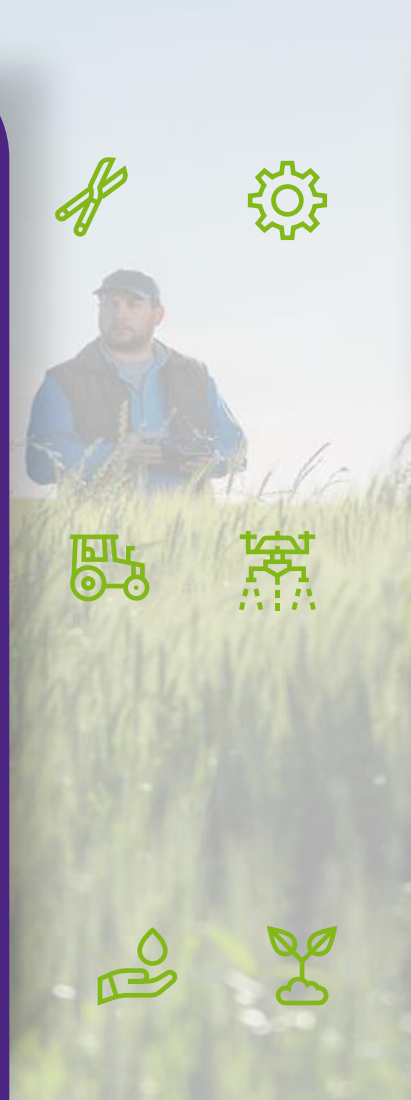
By redefining the agricultural production chain, these new technologies make it possible not only to meet today's challenges, but above all to improve farm profitability through precision farming. They open up new horizons for the agriculture of today and tomorrow.

ROBOTICS

Robotics offers innovative solutions to improve the quality of life at work, increase productivity, optimise the use of resources and minimise environmental impact.

AGROECOLOGICAL TRANSITION

How can you adapt your practices and systems to climate change? How can you embark on a sustainable agriculture approach? SIA'PRO will be highlighting alternative energy sources, as well as effective agronomic and agro-ecological solutions.



INSTALLATION

How can you find the levers to make your installation easier? How can you tap into the right resources? Come and showcase your new business as a professional in the agricultural sector.

DIVERSIFICATION

Explore solutions designed to improve your profitability by diversifying your activities. You'll be able to talk to experts and get help in defining the main stages of your project.

TRANSMISSION

Achieve your transfer objectives. Put in place the legal and financial framework to prepare for the transfer of your farm or to ensure that it prospers over several generations.

Synergy between SIA and SIA'PRO: a unique experience for agricultural professionals

SIA'PRO will be held in Hall 7.2 at Porte de Versailles, offering complete synergy with the Salon International de l'Agriculture.

A single venue to raise the profile of Agriculture Week.

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Plan arrêté au 15/01/2024, susceptible de modifications. / Plan as at 2024/01/15, subject to modifications.



Nearly 60,000 visitors (54% from the agricultural sector) come to the SIA for professional reasons.

Paris International Agricultural Show and SIA PRO : extensive media coverage in synergy



10,645

Items of press, web,
radio & TV coverage



50+

E-influencers
engaged



3,500

Journalists accredited at
the Paris International
Agricultural Show



110+

Political and official
delegations



A team here to help

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**Thank
you!**