

# SIA'PRO

SALON INTERNATIONAL DE L'AGRICULTURE  
TECHNOLOGIES ET SOLUTIONS AGRICOLES

23>25  
FEV 2025  
Paris Expo  
Porte de  
Versailles

CONJOINTEMENT AU :

SALON  
INTERNATIONAL  
DE L'AGRI  
CULTURE

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PARIS EXPO PORTE DE VERSAILLES



## SIA'PRO, THE AGRICULTURAL TECHNOLOGIES AND SOLUTIONS EXHIBITION, OFFERS EVERY FARM THEIR SOLUTION!

Three days helping the agricultural profession deal with the transitions underway, **from 23 to 25 February 2025** at **Paris Expo Porte de Versailles**

At the Salon International de l'Agriculture (SIA – Paris International Agricultural Show), 60,000 visitors are professionals, and more than half of these are from the French farming community. To provide better support to the agricultural sector, the tradeshow SIA'PRO, dedicated to agricultural technologies and solutions, will be held for the second successive year in parallel with the SIA, from 23 to 25 February 2025 at Paris Expo Porte de Versailles.

Designed by the agricultural sector for farming professionals, SIA'PRO offers a curated collection of concrete solutions to help farmers rise to the challenges they meet in their day-to-day activities, whatever their sector, region or farm size. This major gathering also fulfils the profession's need for unity at a time of considerable tension in the farming world and farmers' sense of insecurity in the face of unfair competition from other agricultural players in Europe and third-party countries.

In areas such as adapting to climate change, engaging in the agroecological transition or innovating to improve working and living conditions, this event addresses all the issues of the farming world. Once again this year, SIA'PRO will deliver on its promise of "a solution for every farm," whether the needs of visitors pertain to robotics, renewable energy or digitalisation. Or whether they have questions on setting up, diversifying or passing on their farm.

With the European Hub for Agricultural Innovation, the live content Forum and the Café des Agris, attendees will enjoy three experiences offering them multiple opportunities to source information, acquire equipment, talk business, share their experience and grow their networks.

"Proximity and support are the watchwords of the 2025 edition of SIA'PRO," explains **Jérôme Despey, chairman of SIA and SIA'PRO**. "From intra-EU and global competition to the challenge of food sovereignty, without forgetting adaptation to global warming and requirements around farm sustainability and profitability, we want to offer people tangible and efficient solutions, in the same place and at the same time, to enable farmers to make a decent and living in the long term from their work."

French Agriculture Week aims to help raise the profile of farming and be a catalyst for solutions. With its 'pro-only' perspective, SIA'PRO offers insights into the changes affecting farms and farming occupations, while encompassing the full range of innovations to support their activity.

## SIA'PRO: exclusive talks for pros, by pros

SIA'PRO, which will take place from 23 to 25 February 2025 in Paris, will complement the Salon International de l'Agriculture (SIA) with exclusive experiences and content aimed at farming professionals. Alongside the **European Hub for Agricultural Innovation**, the **Forum** will present practical talks with acknowledged experts in agronomics, microbiology, soil science, agricultural economics, accounting and technology management, etc. to inform the decisions of farm technicians and farm directors seeking to improve farming viability.

Conversations can be prolonged at the **Café des agris**: a convivial space for socialising and carrying on discussions with the expert speakers, sharing experience and meeting with peers.

### THEMES ADDRESSED BY TALKS INCLUDE

- Considering a career in farming or taking over a farm
- Developing renewable energy (digesters, agrivoltaics)
- Anticipating change and controlling risks
- Optimising one's organisation and managing employees
- Producing better while protecting natural resources (soil life preservation, biocontrol solutions, optimisation of water use for irrigation)
- Innovating and acquiring the right equipment (robotics, R&D, AgriTechs, etc.)
- Improving image and communication



#### **ABOUT CENECA:**

*The Centre National des Expositions et Concours Agricoles is a public limited company comprising French farming federations, banks and official bodies from the sector. CENECA is the owner of the Paris International Agricultural Show and the Paris Horse Show, and the owner-organiser of the Arabian Horse World Championship. It furthermore co-owns the Concours Général Agricole alongside the French Ministry of Agriculture, Food Sovereignty and Forestry.*

#### **ABOUT COMEXPOSIUM:**

*The Comexposium Group is one of the leading event organisers worldwide, creating events that bring communities together to discover and explore businesses, passions and interests. Comexposium organises more than 150 professional and general public events, covering more than 10 sectors of activity (agriculture/food, retail/digital, fashion/accessories, leisure...).*

*The group connects 48,000 exhibitors and 3.5 million visitors, 365 days a year in 22 countries. Creating experiences and encounters between individuals, through its events (SIAL, ALL4PACK, Paris Retail Week, One to One E-Commerce, Foire de Paris, Rétromobile, etc.) Comexposium enables its communities to be connected all year round through an effective and targeted omni-channel approach.*

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