

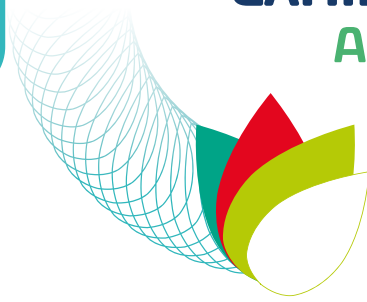


**SIVAL**

**THE WORLD-CLASS  
TRADE FAIR FOR PLANT PRODUCTION**

**2025  
JAN. 14 > 16**

**EXHIBITION CENTRE  
ANGERS - FRANCE**



# THE FUTURE OF PLANT PRODUCTION

## STARTS HERE

[WWW.SIVAL-ANGERS.COM](http://WWW.SIVAL-ANGERS.COM)



#SIVAL25





# ANGERS

## A flagship destination



### Home to the VEGEPOLYS VALLEY plant sector competitiveness cluster

**VEGEPOLYS VALLEY** is a **SIVAL** partner and lead stakeholder. This international competitiveness cluster has strong roots in the 4 French regions of Auvergne-Rhône-Alpes, Brittany, Centre-Val de Loire and Pays de la Loire, and was established to bring together upstream and downstream stakeholders from every link in the plant value chain.

**It now has more than 600 grower, research and training members working on 7 innovation streams** to create a more competitive model of agriculture that delivers higher quality produce that is healthier for us and the environment.



### Excellence in specialist crop production



#### SEEDS

As the home city of all the sector's professional, technical and supervisory bodies, Angers is the focus for world-leading scientific expertise, and leads the way in crop production with its major seed producers.



#### VEGETABLE CROPS

The Grand Ouest is the 1<sup>st</sup> vegetable national producer.



#### ARBORICULTURE

West of France is the second-largest centre for arboriculture, and the country's leading cider producer.



#### HORTICULTURE

Angers is the capital of France's leading region for horticulture and nurseries.



#### WINE INDUSTRY

The Loire Valley vineyards: France's third-largest vineyard by volume of AOC production.

### Capital of the plant sector

#### A must-visit destination for sector professionals and students

- **5,000 plant sector jobs** in the Angers Loire Métropole urban community.
- **France's leading plant industry training centre** (3,000 students).
- **The leading national specialist plant research centre** (450 expert researchers).
- **Angers is France's greenest city** (in the 2014, 2017, 2020 and 2024 Observatory for Green Cities rankings).

#### The business destination par excellence

- At just 1½ hours from Paris, **Angers is an easy destination to reach.**
- **It has the accolade of being France's best city to live in** (2022, 2023, 2024).
- **It is a dynamic and connected city** with an ecosystem at the cutting edge of innovation.
- **It is also a hospitable city** with a unique diversity of venues and facilities for large-scale events.

## A key event on the international scene

As an exhibitor at SIVAL, you have direct access to targeted international contacts



**55 nationalities** represented in 2024

### VIBE

INTERNATIONAL BUSINESS CONVENTION

**BtoB meetings** via the **VIBE** (Végépolys Valley International Business Event)



In 2024, the international business convention welcomed, in a dedicated space, around one hundred delegates, and facilitated **500 meetings** between foreign buyers, exhibitors and Végépolys Valley members



**Attendance by delegations of foreign buyers with targeted profiles** (from Europe, Africa, the Middle East and America)



**Conferences hosted by international experts** (Végépolys Valley Symposium, technical talks, etc.) with simultaneous translation, as Forum's short and interactive talks



**A targeted international media plan**



**Information about international markets and export development opportunities** at SIVAL Online



## SIVAL ONLINE: the SIVAL web & mobile app

Maximise your visibility, benefit from a better interactivity and new business opportunities before, during and after the event!

### ||| A directory of exhibitors

••• A market place listing all **exhibitors' flagship equipment, products and services**

≡ Arrange meetings and bookmark your favourites

▶ Listings of exhibitor **job vacancies**

▶ **Conferences, forums** and SIVAL web TV... **live and on-demand**

### ||| An interactive map of the event

**SIVAL Online amplifies the SIVAL effect by letting the community of professionals stay in touch all year round!**



## Exhibiting at SIVAL means:

- Opting for the guaranteed reputation of the SIVAL brand for effective **meetings, business and sociability**.
- Being part of France's leading **specialist plant production event**. It's the event where you know you'll meet your existing and future customers.
- Achieving optimal geographical and sectoral coverage of your existing and future customers. SIVAL is **exceptionally well located among the country's largest production areas, and very easy to travel to**.
- Maximising communication around your products, expertise and innovations. **The quest for new innovations and products is one of the main reasons for visiting**.
- Creating many more **opportunities** to meet and discuss the key issues of tomorrow's plant production sectors, not only at the show, but also at SIVAL Online.



## Dates and times

**Tuesday 14 and Wednesday 15 Jan.**

from 9 am to 7 pm

**Thursday 16 January**

from 9 am to 6 pm

[www.sival-angers.com](http://www.sival-angers.com)



**Destination Angers** is ISO 20121 certified and committed to continuous improvement in **event eco-responsibility**. Read more about our commitments at [destination-angers.com](http://destination-angers.com)

#destinationangers #SIVAL25 #rse #ISO20121  
#meetinangers



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An event



with the support of



# The French business and innovation destination

for all specialist crop production professionals



An exceptional range of **agricultural machinery**, services and supplies for producers of fruit, vegetables, wine, cider, seeds, flowers and more...



France's leading technical exhibition for **medicinal and aromatic plant production**



The undisputed **national leader** for the **fruit and vegetable** sector



The must-visit technical exhibition for the **wine industry** of the Loire Valley and beyond



The only exhibition to welcome all France's **vegetable seed and plant companies**



The essential technical exhibition for the French and European **cider industry**

## Positive exhibitor feedback

**15/20**  
the quote that they give to SIVAL 2024



**705 French and international exhibitors (15%)** said they were pleased with their attendance at SIVAL 2024

**>93%**

found visitors to be interested or even very interested

**83%**

hit their business targets

**89%**

plan to exhibit again in 2024

## Targeted visitor quality



**24 777**  
in 2024



**55**  
nationalities

## Breakdown of producers by business sector in 2024\*

\*Some operate in multiple sectors / total greater than 100%



## Reasons for visiting



**59%**  
to discover new products



**55%**  
to meet suppliers



**+92%**  
to make purchases or gather information for future purchases

**16,4/20\***  
Pleased with the SIVAL trade offering and programme



\*Visitor ratings for the 2024 show

## A trade show organised with the SIVAL steering committee for professionals



# Showcasing innovation

High-profile competitions to promote the emergence of innovative products



## SIVAL INNOVATION CONTEST

SIVAL unveils the latest equipment and services innovations for plant production professionals in **7 categories**: Varietal innovation / Inputs, crop protection, fertilisation and substrates / Production solutions / Machinery and automation / Services and software / Market launch, packaging and marketing / Cooperative solutions.

The 2023 Competition judging panel praised the **diversity of the solutions entered** and their ability **to respond to the needs of producers realistically, efficiently and affordably**, with particular focus on **people and sustainability**.



## AGREEN STARTUP COMPETITION

10 years  
in 2025

This competition combines agriculture with innovation, and gives professionals and students the opportunity to work in teams for 48 hours to demonstrate the potential of their startup! Entries for the 2023 AGREEN STARTUP competition included **new products, the development of high value-added plant chains and contract agricultural services**.



## A dedicated innovation space

Your company is a **young business less than 5 years old** with a totally innovative product you want to showcase?

Then this event space has been created and equipped precisely for you!

This space also incorporates a dedicated area operated in partnership with Végépolys Valley for new sectors under development, including tea, bamboo, Konjac, miscanthus, stevia and silphia.



## Conferences and forums hosted by the SIVAL Organising Committee and technical bodies



**+ than 100**  
presentations



**150**  
french and international  
experts & speakers



**+ 3300**  
attendees

To meet the challenges  
of tomorrow's agriculture

## The new TECHNICAL TASTING AREA

A unique venue dedicated to educational tasting, from a technical perspective, of new products or those of particular interest to producers (disease-resistant grape varieties, lacto-fermented vegetables...)

