

SIMA

PARIS INTERNATIONAL AGRI-BUSINESS SHOW

24 > 28 FEBRUARY 2019

Paris Nord Villepinte - France

Press release

Paris, 18 May 2018

SIMA 2019 AN ALL-ROUND PERSPECTIVE ON FARMING ISSUES

The 78th edition of SIMA, the international agri-business show, will be held from 24 to 28 February 2019 at the Paris-Nord Villepinte Exhibition Centre. Providing confirmation of its vitality and reach, world leaders in the sector have already booked their space.

More than ever in tune with the current concerns of the farming world, the next edition of SIMA will pursue its initiatives alongside the sector and offer an all-round perspective on themes of major importance: from organic farming to AgTech and from agronomy to livestock. A wide range of subjects through which to showcase the performance of all forms of agriculture.

Meeting current and future challenges

SIMA is positioned as the worthwhile meeting for the sector's players to address economic, climate, environmental and demographic challenges. In this respect, the **Agrosupplies Village** has been created this year, bringing together the sector of seeds, fertilisers and crop protection. 2019 will also feature the debut for a special **Livestock Day**, echoing **SIMAGENA**, acknowledged for the diversity of its cattle and its genetics hub.

In addition, the exhibition is repeating the major events such as the **SIMA African Summit**, an international conference addressing a theme in connection with this continent's most topical developments; **SIMA Dealers' Day**, bringing together distributors from around the world, and **talks and round tables** organised in association with AXEMA on a wide range of subjects (organic farming, connected farming, agronomy, etc.).

SIMA, revealing innovation from the farming world

One of SIMA's most distinctive features is innovation, which will once again be at the heart of the 2019 show, with the second edition of the **Start-Up Village**, even bigger and more international than the first. The **Innovation Village**, meanwhile, will host the **Foresight Forum** and its video wall, the **Innovation Gallery**, the showcase for the **SIMA Innovation Awards** and their innovative or futuristic agricultural machinery and services, and **profiles of innovative farmers** from France and around the world.

AN INTERNATIONAL VENUE FOR EXCHANGE AND BUSINESS

At its last edition, SIMA welcomed **visitors from 135 countries**, making the exhibition a reference for all farmers. Looking towards 2019, this show is stepping up its promotional actions through its international network of 47 offices and an active visitor recruitment campaign in more than 90 countries, in particular in **Latin America** (Argentina, Brazil, Chile, Mexico, Peru, Venezuela) and in **Eastern Europe** (Ukraine, Russia).

#WEARESIMA

Through an intensive digital strategy, in particular with its new Instagram account **@sima_worldwide**, SIMA will offer a platform to everyone around the world who makes this exhibition such an imperative international meeting for the farming sector: manufacturers, distributors, dealers, farmers, breeders, partners, etc.

www.simaonline.com



#SIMA #SIMAPARIS



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SIMA at a glance:

1,770 companies from 42 countries
232,000 entries from 135 countries
300 international delegations

About COMEXPOSIUM

The COMEXPOSIUM Group, one of the world leaders in event organisation, is involved in **over 170 consumer and trade events**, covering **11 different sectors of activity** such as food, agriculture, fashion, digital, security, construction, high-tech, optics and transport. COMEXPOSIUM hosts **45,000 exhibitors** and more than **3 million visitors** in **26 countries** around the world. COMEXPOSIUM is developing globally and is present in around thirty countries: Algeria, Argentina, Australia, Belgium, Brazil, Canada, China, Germany, India, Indonesia, Italy, Japan, Korea, Monaco, Netherlands, New Zealand, Philippines, Qatar, Russia, Singapore, Spain, Thailand, Turkey, United Arab Emirates, United Kingdom, United States.

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