



A main event on the international stage

Participation in SIVAL provides access to targeted international contacts

- Participants of **41 nationalities** in 2022
- **Business meeting scheduling** via the VIBE international business convention (Vegepolys International Business Event)
- **Presence of a delegation of foreign buyers** (Europe, Africa, Middle East, Latin America and Asia)
- **Workshops dedicated to specific countries** powered by experts to provide you with proper advice on export opportunities in international markets.
- **Conference programme inviting international experts** (VEGEPOLYS VALLEY Symposium, technical interviews, etc.)
- **Targeted international media plan**

In 2022, the VIBE international business convention hosted more than 100 participants in a dedicated space and enabled **208 meetings** between foreign buyers (of 34 nationalities compared with 24 in 2020), exhibitors and Vegepolys Valley members.



Exhibiting at SIVAL means:

- Choosing the guarantee and reputation of the SIVAL brand, renowned for its added value: **meeting, business and conviviality.**
- Taking part in a national reference event for all specialised plant production professionals. You are sure to meet your clients and prospects.
- Improving your communication on your products, skills and innovation. **Finding innovations and new products is one of the main reasons why visitors come.**
- Multiplying your opportunities to network and discuss key issues in plant agriculture.
- Ensuring optimal geographic and sectorial coverage of your customers and prospects. As the only trade fair, SIVAL is held in an exceptional location, at the heart of production areas and easily accessible by TGV train and motorways from all around France and northern Europe.



ANGERS SUPERNATURE

Angers, the plant capital

Angers is a must for anyone who wants to study or work in the field of plants:

- **5,000 jobs** dedicated to plants in the Angers Loire Métropole region
- **No. 1 French hub** for plant production training (3,000 students)
- **No. 1 national hub** for specialised plant research (450 experts)
- **No. 1 green city** in France (2014, 2017 and 2020 rankings by the Observatoire des Villes Vertes).

...the ultimate business destination

Angers is an easily accessible city situated at 1h30 from Paris, the living is easy in this appealing destination ranked best green city in France. It is also a dynamic and connected city, thanks to a cutting-edge ecosystem where innovation goes hand in hand with the hosting of major events.

Dates and opening hours

Tuesday 17th and Wednesday 18th January:
9am - 7pm

Thursday 19th January:
9am - 6pm

www.sival-angers.com



SIGN UP!

SIVAL ANGERS / Route de Paris
49 044 ANGERS CEDEX 01



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TOWARDS THE FUTURE OF PLANT PRODUCTIONS

17TH, 18TH AND 19TH JANUARY 2023

With an expected 700 exhibitors from the material and services sectors, and 26,000 french and foreign professional visitors, SIVAL is the business and innovation meeting point in France for plant production professionals.

www.sival-angers.com





ANGERS: THE benchmark destination

SIVAL returns as usual in JANUARY, best time of the year for production professionals to travel.

ANGERS: HOME TO VEGETOLYS VALLEY, A COMPETITIVENESS CLUSTER DEDICATED TO PLANTS



VEGETOLYS VALLEY, one of SIVAL's major partners and key actor, was created in June 2019 as the result of the merger between the two competitive clusters Vegepolys and Céréales Vallée-Nutravita. This new center for innovation with an international dimension is well rooted in 4 regions: Auvergne-Rhône-Alpes, Bretagne, Centre-Val de Loire and Pays de la Loire. Its purpose is to federate, both upstream and downstream, all the stakeholders involved in the plant-world's full value chain. From its headquarters located in Angers, the pole has 500 members acting on the botanical field, united around a seven-point innovation plan for increasingly competitive and higher-quality agricultures, also environment and health friendly.



ANGERS: A LAND OF EXCELLENCE IN PLANT PRODUCTION



SEEDS
Angers boasts worldwide scientific expertise with a number of professional, technical and regulatory bodies, and is reputed for plant production thanks to the presence of major seed companies.



ARBORICULTURE
Western France is the 2nd largest tree growing area in the country, and a leading cider producer.



VEGETABLE PRODUCTION
Western France, the 1st national producer of vegetables has made SIVAL, the reference trade fair for vegetable production: come to meet producers from all around France and Europe.



HORTICULTURE
Angers is the capital of the leading French region for horticulture and plant nurseries, for example, 25% of all European hydrangea production.



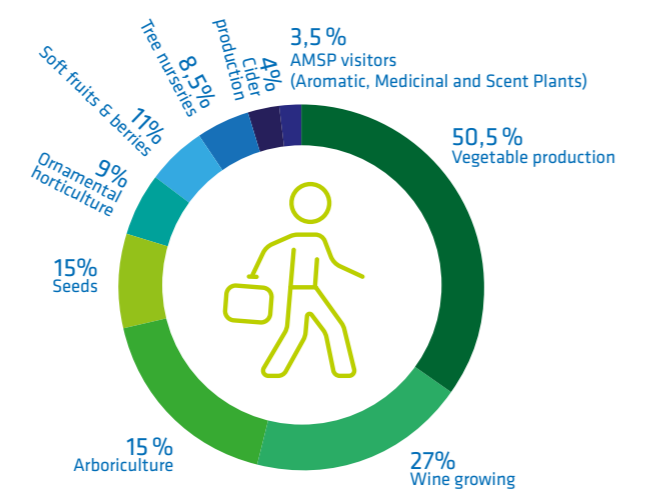
WINE GROWING
The Val de Loire ranks 3rd wine-growing region in France for production and achieves excellent results. Come to win over new prospects!

TARGETED AND QUALITY VISITORS



Breakdown of visitors by business sector in 2022 (Several business activities possible - total over 100%)

2022 visitors awarded SIVAL a **16/20**



SIVAL ONLINE, SIVAL's digital platform



To optimise your visibility and make the most of enhanced interactivity and new business opportunities before, during and after the event!

- > A completely redesigned **directory of exhibitors**
 - > A **marketplace** list all the exhibitors' flagship equipment, products and services
 - > **B2B** meetings, live chats and more
 - > A catalogue of exhibitor **job openings**
 - > **Conferences, forums, workshops and more, live and by replay...**
- ... all directly in the app, also available from the App Store or Google Play.

SIVAL HAS A STRONG PRESENCE IN THE MEDIA AND IS DEFINITELY CONNECTED

Nearly 80 targeted newsletters, 2 waves of 40,000 flyers, and an online and print media strategy spanning France and worldwide, a strong presence on social networks at the heart of the community of plant production professionals.



SIVAL: 100% PRO

SIVAL a trade fair organised for and with professionals



SIVAL: at the heart of the AGTECH movement



Join the community of plant production professional on:
SIVAL (Twitter), SIVAL (Facebook), YouTube, LinkedIn

SIVAL is a showcase for innovation

SIVAL is a place for professionals to meet and exchange ideas

Every year the SIVAL steering committee puts together a programme of conferences and special events focusing on the challenges shaping the future of agriculture. Industry events, seminars, symposium or short and interactive contributions; around **140 experts** and speakers will be attending to provide adequate solutions to professionals for the future of their farm.

A SPACE DEDICATED TO INNOVATION

Is your **company a start-up with less than 3 years' experience**, with a totally innovative product? Our innovative zone is the perfect spot for you. Get in touch for more information. This is also the place where a hub dedicated to **new, developing sectors** was formed in 2022, in partnership with Vegepolys Valley, covering products like tea, bamboo, medical marijuana, miscanthus, stevia, cup plant, etc.



High-profile contests to find and champion innovative products

SIVAL INNOVATION COMPETITION

Technical and service innovations for plant production professionals are unveiled at SIVAL. The 2022 edition was firmly focused on diversity in the service of agriculture. The innovations were aimed at farm optimisation and forecasting, and were positioned as tools for effectively simplifying the management and organisation of production, without overlooking the real-life people involved. In this way, the SIVAL Innovation Competition provides concrete solutions for achieving sustainable agriculture.

THE AGREEN STARTUP CONTEST

Drawing a bridge between agriculture and innovation, the Agreen Startup contest is based on an idea developed by the Chamber of Agriculture in Pays de la Loire giving students and professionals in the production field the opportunity of designing ambitious new projects.



Crédit Mutuel, SIVAL INNOVATION, Crédit Mutuel, Partenaire de l'Innovation Sival

