

SIMA 2020: A RENEWED AMBITION

New consumer demands, legal and regulatory change and expectations from society are all causing profound change in agriculture. In these circumstances, and with its 100th anniversary fast approaching, SIMA today displays a renewed ambition (positioning, new dates) whilst still maintaining close ties with its loyal audience. The exhibition is taking a new and unprecedented direction in the continued aims of meeting the expectations of its sector, revealing technical and scientific solutions and rising to societal and economic challenges faced by agriculture and rural areas.

The third agricultural revolution is underway, and SIMA aims to be its international showcase!

A logical development in step with worldwide farming!

Since 1922, SIMA has been the point of convergence for everyone throughout the farming world, promoting dialogue and anticipating and accompanying the transformations happening in a constantly-changing sector.

Today, in response to this changing world, the exhibition is giving fresh impetus to its ambition and readjusting its positioning. Building upon its values of sharing, trust and responsibility, it aspires to be even more federating, people-centric and innovative than ever. As the trade show for all forms of agriculture, promoting diversity and putting people at the heart of all its concerns, it champions the balance between productivity and sustainability, advocating a principle of extended quality: quality of life of farmers, quality of farm production, environmental quality of farming, etc.

SIMA thus clearly sets out its ambitions and its mission: to reveal solutions and technology dedicated to the development of sustainable and high-performance agriculture, at the heart of the leading European agricultural power.

This positioning will be illustrated at the next show in the form of richer content featuring even more talks, round tables and special events, and with sharper emphasis on innovations from across the farming sector in its widest international dimension.

The new positioning will also be supported by a new graphic identity and a new signature to be unveiled in the very near future.

New dates to cater perfectly to stakeholder expectations

The next edition of SIMA will be held from Sunday 8 to Thursday 12 November 2020 at Paris Nord Villepinte Exhibition Centre. Furthermore, SIMA will celebrate its 100th anniversary from Sunday 30 October to Thursday 3 November 2022. Traditionally held in February in odd-number years, the show will henceforth be held in November in even number years in response to demand from exhibitors and international visitors, fitting in more logically with the business decision cycle. Manufacturers will therefore be offered an international showcase to present their ranges at the heart of Europe's leading AgTech market at the most crucial time in the purchasing cycle. This change also offers SIMA's visitors the guarantee of discovering the most recent international innovations and finding the solutions to fulfil their needs.

Discover our SIMA 2020 video online at simaonline.com !

About COMEXPOSIUM

Comexposium is one of the world's leading event organizers. Globally, it hosts more than 132 B2B and B2C events across many different sectors, significantly in agriculture, construction, fashion, food, health, leisure, real estate, retail, security, higher education and transport. At events, in over 30 countries, Comexposium welcomes more than 3.5 million visitors and 48,000 exhibitors annually. Headquartered in France, Comexposium's employees and sales network operate in 22 countries. Comexposium aims to be seen as the place to be, building bridges between people and business.

www.comexposium.com

About AXEMA

AXEMA is the French trade association for the Agricultural Equipment industry. Its members include both French and foreign manufacturers of agricultural equipment for the various sectors of crop and livestock agricultural production and producers of equipment for the upkeep of green spaces. AXEMA has 230 member companies, comprising manufacturers (69%) and importers (31%).

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