

### AN EVEN MORE GLOBAL SIMA 2019

**With 5 months still to go before its opening day, SIMA is breaking all the records! Ninety-five percent of its available exhibiting surface area is already booked. There are 114 new companies among the exhibitors (up 40% on 2017) and the number of international exhibitors has risen sharply (+12.5%). SIMA is legitimate in staking its claim as the essential trade event for farmers from all over the world!**

#### THE POINT OF CONVERGENCE FOR ALL FORMS OF AGRICULTURE WORLDWIDE

With its 1,770 expected exhibitors from 42 countries, its 230,000 trade entries from 135 countries and its 360 international delegations, **SIMA is the point of convergence for all types of agriculture worldwide**. This is borne out by the hike in the number of international exhibitors (+12.5%) and illustrated by the arrival of new brands in all sectors.\* The return of some brands (including Poclairn Hydraulics – France, GKN Walterscheid – Germany and Basak Traktor – Turkey) which had previously stayed away for several editions, serves as further confirmation.

#### A MARKETPLACE FOR EXCHANGE AROUND THE DIVERSITY OF AGRICULTURE

With its theme “Innovation for competitive agriculture”, SIMA 2019 is more open than ever to the diversity of today’s farming. This is demonstrated by its wide-ranging and co-designed content and events which focus on pragmatism and business.

- **SIMA African Summit**, the international colloquium to gain access to a fast-growing market
- **SIMA Dealers Day**, bringing together dealers from all over the world
- **International round tables**, addressing the major challenges of the farming world (augmented agriculture, organic farming, agronomy, etc.)
- **Start-up Villages**, venues for international emulation around digital and connected solutions
- **SIMAGENA**, the European cattle genetics event, etc.

#### GOING GLOBAL

Finally, for its 2019 edition the show is ramping up its promotional initiatives through its international network of 47 representative offices and an active visitor promotion policy in more than 90 countries, most particularly in Eastern Europe and Latin America. Once again this year, visitors are expected to come from 135 countries.

“This 2019 edition of SIMA is a window onto the world. It’s a unique opportunity for all farm operators to discover an ever-wider selection of machines and technology. And it’s a chance for each exhibitor to meet farmers from all countries, all cultures and all crop types. I think we can safely say that everything points towards a highly successful SIMA 2019!” said Frédéric Martin, Chairman of AXEMA and SIMA.

*\* These sectors include: tilling (Germany, Poland, Slovenia, Ukraine), tyres (India), handling (Finland), and traction (Turkey)*

#### About COMEXPOSIUM

Comexposium is one of the world’s leading event organizers. Globally, it hosts more than 132 B2B and B2B2C events across many different sectors, significantly in agriculture, construction, fashion, food, health, leisure, real estate, retail, security, higher education, tourism, and works councils. 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.

#### 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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