



PRESS RELEASE

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2021 SIMA INNOVATION AWARDS COMPETITION GOES AHEAD, ENTRY DEADLINE APPROACHING

The exhibition may have been postponed to November 2022, but the SIMA Innovation Awards are still going ahead! Given the unprecedented environment, the 2021 contest is now open to all market players, and its organisation schedule has been adjusted.

An internationally acclaimed competition, the SIMA Innovation Awards offer participants the chance to enjoy unique visibility within the entire SIMA ecosystem. Since 1931, they have paid tribute to the most innovative equipment, products, technologies and services on the market. Each successive roll of honour reveals underlying trends in the development of farming machinery, the concerns of users and the responses offered to them by manufacturers and solution suppliers.

KEY COMPETITION DATES AND DEADLINES

- **Up until the evening of Thursday 26 November 2020**
Registration and submission of entries on the platform, for all exhibitors, in their [SIMA](#) customer zone; non-exhibitors must send their entry request to [this address](#).
- **Thursday 28 January 2021 at the SIMA Digital Press Day**
Announcement of the nominees in each category.
- **Tuesday 13 April 2021**
Announcement of the winners at an AXEMA/SIMA event in the Pullman Eiffel Hotel, Paris.

NEW COMPETITION CATEGORIES

To offer better clarity to the contest and be more consistent with the SIMA sectors, the entries and winners will be divided into categories matching the exhibition's product sections: Soils and crops, From harvest to storage, Livestock farming and renewable energy, Forestry, roadsides and landscaping, Parts, services and onboard electronics.

Furthermore, two new awards have been created:

- Occupational health and safety / working conditions
- Sustainable innovation (noteworthy innovation connected with agroecology and sustainable farming).

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 food, agriculture, retail and distribution, e-commerce, fashion, security, digital tech, construction, hi-tech, optics, education health 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 now has nearly 880 employees, spread across 17 countries: Australia, Canada, China, Denmark, France, Germany, Hong Kong, India, Indonesia, Japan, Mexico, Singapore, Spain, Sweden, the United Arab Emirates, the United Kingdom and the United States. Comexposium aims to be seen as the place to be, building bridges between people and business.

www.comexposium.fr

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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