

SIVAL: opportunities to boost your company's international development

A track record of international renown:

Participants of **55** nationalities in 2020

In 2020, **60%** of exhibitors welcomed international visitors on their stands

Participation in SIVAL provides access to targeted international contacts

- 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



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 specialized 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.

In a refreshed dedicated space, the SIVAL international Business convention hosted **140 attendees:**
32% of SIVAL exhibitors
54% of foreign companies
24 nationalities

VIBE

In 5 editions, the VIBE has brought together approximately **500 participants** and **1400 B2B meetings** have been organized with international buyers.

3rd edition

FRUIT2050

Imagine the future of plant production
The European Event.
BY SIVAL

VIBE

VEGEPOLYS VALLEY INTERNATIONAL BUSINESS EVENT



angers
be connected

Angers, the plant capital

Angers, the plant capital...

For two centuries, plants have been the speciality of Angers and the city remains at the forefront of the sector in terms of production, training and research:

- 5,000 jobs specialized in plant production companies
- 450 plant experts (researchers, engineers and technicians)
- 2,500 students in France's leading plant production training center
- Participation of VEGEPOLYS VALLEY, the world competitiveness cluster

... 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 12th and Wednesday 13th January:

9am - 7pm

Thursday 14th January:

9am - 6pm

www.sival-angers.com



SIGN UP!

SIVAL ANGERS / Route de Paris
49 044 ANGERS CEDEX 01



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An event **DESTINATION angers**

With the support of

Région **PAYS DE LA LOIRE**

angers Loire métropole
communauté urbaine

SIVAL

THE WORLD-CLASS
TRADE FAIR FOR PLANT PRODUCTION

11, 12, 13 January 2022



Come together to cultivate the production of tomorrow

With 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

SIVAL ONLINE
The digital platform that allows international buyers who are unable to travel to take part in SIVAL 2022.





ANGERS: THE benchmark destination

SIVAL takes place 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.

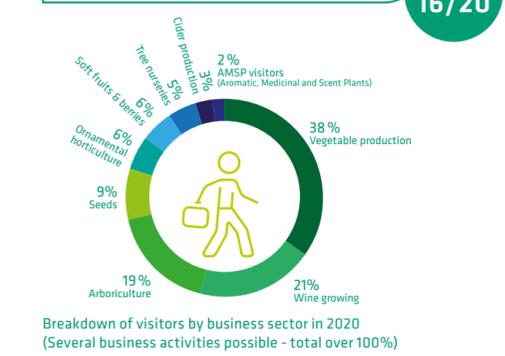
HORTICULTURE
Angers is the capital of the leading French region for horticulture and plant nurseries, for example, 25% of all European hydrangea production.

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!

A FAST-GROWING TRADE FAIR



TARGETED AND QUALITY VISITORS



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, Chaired by Bruno Dupont, SIVAL Steering Committee made up of Vegepolys, technical and professional organisations for specialised plant production.



SIVAL ONLINE, SIVAL's digital platform



For increased visibility of your activity and a better client experience!

To amplify the resonance of the in-person trade fair, new digital tools will allow everyone, exhibitors and visitors, to benefit from optimal interactivity and new business opportunities, before, during and after the event:

- > the digital annual directory of exhibitors, completely redesigned
- > a marketplace where your three flagship products / services are referenced
- > the opportunity to have increased interactivity with your potential clients – Live chat, B2B meetings at the fair or via video-conference
- > des contenus (conférences, Forums, ateliers....), en live et en replay

SIVAL: At the heart of the AGTECH movement



Join the community of specialized plant production professional on:



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.

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 2021 edition of SIVAL Innovation has, more than ever, highlighted the solutions that respond to environmental issues, especially agro-ecological ones, key axis of the innovations of the Competition



Crédit Mutuel
Crédit Mutuel, Partenaire de l'Innovation Sival

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.

