



PRESS RELEASE

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SIMA 2022 AN INTERNATIONAL AND INNOVATIVE EDITION FOCUSING ON THE FUTURE

The curtain has just come down on SIMA 2022, the international exhibition of solutions and technologies for high-performance and sustainable agriculture. This special centenary edition, marked by a new positioning, more than ever before demonstrated the crucial importance of this meeting in terms of business, innovation and influence by the figures in the agricultural world, on both French and international levels.

More than 1,000 exhibitors (including 290 new ones) from 37 different countries, and 153,000 visitors, 18% of whom from 120 foreign countries, congregated at the show.

Marc Fesneau, the French Minister for Agriculture and Food Sovereignty, who came to inaugurate the show, took the opportunity of his visit to unveil a new support package for agricultural equipment under the France 2030 plan, amounting to 400 million euros.

A BUSINESS-CONDUCIVE AND INTERNATIONAL NETWORKING FRIENDLY SHOW

Professionals from all over the world came to meet up at SIMA 2022 with their projects that they wished to fulfil at the show. Additionally, more than 1,000 business meetings – face-to-face appointments between exhibitors and visitors – were held during the five days of the event. For the first time in its history, SIMA ran a recruitment drive for international top buyers. More than 100 decision-making investors from 17 countries (Austria, Bulgaria, Canada, Czechia, Germany, France, Hungary, Ireland, Italy, Ivory Coast, Lithuania, Poland, Romania, Slovakia, South Africa, the United Kingdom and the United States) were able to take advantage of a bespoke visiting programme.

"From Sunday onwards, the stand was very well attended and our teams were heavily involved. The days that followed kept the pace fairly high. The numerous contacts also seem to be of a rather high quality. And the investment projects are concrete", explains Jean-Christophe Haas, Kuhn Communication Manager.

"We have created new contacts with prospects in France and outside France as well as potential suppliers. It's a great edition!" comments Flavien Roussel, Marketing Content Manager at Naïo Technologies.

A NEW POSITIONING, SHOWCASING INNOVATION IN ALL ITS FORMS

As an international marketplace, SIMA provided an opportunity to many exhibitors to offer an international preview of their new models.

"After an absence of three years, this edition of SIMA confirms a successful positioning, with a new calendar favorable to the presentation of innovations. We have waited for this 2022 edition to launch three new products as world previews for Lemken and Steketee. During these 5 days of exhibition, we received a more diversified international visitor, coming from Europe, Asia, Overseas Territories, but also visitors from North and South America (United States, Canada, Brazil, Chile, Uruguay), which we would not have seen at the usual dates in February. All the ingredients are there for a successful SIMA in the coming years," commented Jean-Christophe Regnier, General Manager, Lemken France.

"This new edition of SIMA was highly anticipated by all New Holland teams. We launched our new T7.300 tractor as a world exclusive. This tractor was highly anticipated by our customers and our dealer network and is the heart of our tractor range. The results are important in terms of communication and sales," concludes Olivier Le Flohic, Sales Director, New Holland France.

SIMA 2022 was also an event that cast a spotlight on innovation and new technology in the farming world through two flagship highlights:

- The international **SIMA Innovation Awards** singled out 17 innovations that illustrate the underlying trends in agricultural transformation.
- The **SIMA Farming Awards**, a new competition organised in partnership with Axema and Nuffield International, and their jury made up of partners, Copa Cogeca, Franceagritwittos and INRAE, distinguished seven farmers for their sustainable transition approaches and their ability to demonstrate the societal, economic and environmental impact of their innovation.

"I want to thank the SIMA for organising the farming awards and to give us winners of the SIMA Farming Award the platform to share our innovation and ideas with our peers in French and Europe. The SIMA Farming Awards are important to highlight innovations done by farmers. As a Nuffield Scholar I can say that the most we can learn is from other farmers who bring their ideas and innovations in to practice. In the turbulent times we are in we as farmers need to connect and share our innovations in order to meet the challenges of our time. A strong and healthy agriculture is important for all of us European Farmers" says Roland Van Asten, Van Asten Group (Pig Farming), The Netherlands.

A NEW AMBITION UNDERSTOOD AND APPRECIATED

Having been repositioned to better respond to the needs of farmers, SIMA 2022 was a platform for the revelation of a multitude of solutions and technologies for high-performance and sustainable agriculture.

Dedicated to AgTech and assembling 150 exhibitors, SIMA TECH met with great success:

- **The Start-up Village** and its 70 participants introduced their disruptive solutions to visitors and exhibitors in search of open innovation;
- **The Agricultural Robotics Village by FIRA** shone a light on the very vigorous development of robotics in farming;
- **The live content programme** was curated around specific themes (improving the profitability of my farm, reducing environmental impact and factoring in the agro-ecological transition; improving working conditions and safety).

PROLIFIC AND INSPIRATIONAL CONTENT

In step with the concerns of the farming world, SIMA 2022 offered many other highlights and special features:

- The **SIMA TALKS** saw full houses for the 34 talks and round tables hosted by federations, associations, technical institutes, influencers and ambassadors from the agricultural ecosystem on a wide range of topics (The energy autonomy of French agriculture: what prospects for our farmers?, Taking innovation from the idea to the ground, The place of women in agriculture, Towards synthetic pesticide free agriculture in France and Europe, Agricultural robotics: recent progress and future prospects, etc.).
- **TECH & BIO by SIMA**, held for the first time at SIMA, offered a broad overview of solutions and content around organic farming (exhibitors, technical talks, visitor trails, etc.).

THE NEW GENERATION OF FARMERS OUT IN FORCE

Finally, as a window onto the farming world for the younger generations, SIMA played host to more than 6,000 students with a passion for the solutions and new technologies on display. Meanwhile, SIMA TALENT was the backdrop for numerous job dating sessions bringing recruiters and candidates together to discuss jobs, work placements and block release training contracts.

Offering responses to the needs of all forms of agriculture, whatever the size of farm or production mode, the SIMA centenary edition more than ever lived up to its vocation of supporting all the stakeholders in the farming world (equipment manufacturers, crop and livestock farmers, farm contractors, dealers, specifiers, etc.)....

**Save the date for SIMA 2024:
From 24 to 28 November 2024**

About Comexposium

Comexposium is a world leading trade and consumer event organizer, offering B2B and B2C events around the globe and across many sectors, including agriculture, construction, fashion, retail, healthcare, leisure, real estate, security, education, tourism and works councils. Comexposium caters to more than 3.5 million visitors and 48,000 exhibitors annually in more than 30 countries worldwide. Headquartered in France, Comexposium's sales network and collaborators are present in 20 countries.

About AXEMA

AXEMA is the French trade association for the Agricultural Equipment and Agricultural Environment 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 240 member companies, comprising manufacturers (69%) and importers (31%).

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