



Paris, the 9th January 2015

SIMA moves onto the international scene and create SIMA ASEAN Thailand!

SIMA, the international trade show for agriculture suppliers, has associated with IMPACT, a Thai trade show organizer, to create a new SIMA show and access the whole ASEAN region.

The first edition will take place in Bangkok, from 17th to 19th of September 2015.

The ASEAN region is experiencing a dynamic agricultural expansion, as well as a growing mechanization of the agricultural practices, and now requires inputs, efficient agricultural equipment and first food process in order to meet its needs and ambition in the agri-food chain.

Therefore, SIMA ASEAN Thailand will present a complete range of products that suit the region's needs: inputs, traction, soil working equipment, plant treatment, harvesting, irrigation, storage, breeding equipment, spare parts, new technologies, first food process, etc...

Supported by the Thai authorities, the show will also present the latest innovations in relation with the regional crops, and conferences in order to assist ASEAN farmers and breeders in their development.

SIMA ASEAN Thailand succeeds an agricultural show already organized by IMPACT the last two years, and totalizing more than 200 exhibitors and 10.000 visitors coming from all around ASEAN countries.

This new event is in line with the international will of SIMA to help building an efficient and sustainable agricultural world.



Martine DEGREMONT – SIMA Show Manager

« I'm very proud to bring SIMA in Bangkok for its first edition abroad and to be partner of IMPACT, a renowned show organizer. Thailand is a fast growing country with strong agriculture issues. Being in Thailand will enable SIMA to shine all around ASEAN countries, bringing experience from well-established agricultural companies to provide Asian professionals with strong and efficient solutions to meet their needs.

Sirapat KETTARN - Thailand Agricultural Expo Manager

“As Thailand is the agricultural country, and also the hub for the ASEAN agriculture industry, ripe with opportunities. Joining together with SIMA for SIMA ASEAN Thailand 2015, we can bring in technologies, innovations and create a place where all agribusinesses in Southeast Asia come together. This will increase productivity and raise the higher standards to Thailand and ASEAN countries to the global market”.



SIMA is organized by Exposima which is a common subsidiary of COMEXPOSIUM and Agricultural Equipment represented in France by AXEMA.

Every two years, SIMA brings together 1740 companies, 250.000 professional visitors from 145 countries. Next edition: from 22nd to 26th of February 2015.

IMPACT exhibition management Co., Ltd, is the leading exhibition organizer in Thailand. IMPACT organizes and manages professional trade and public exhibitions, conferences, meetings and training course, working hand-in-hand with international trade associations, organizers and corporations across a broad spectrum of industries.

COMEXPOSIUM, one of the European leaders in event organization, is involved in 114 events for the general public and professionals, covering 17 different sectors of activity. The group organizes five of the ten biggest events in France: SIAL, Intermat, Salon International de l'Agriculture, SIMA and the Foire de Paris.

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