Then exhibit at SIVAL
What can SIVAL do for you?

- Choose the guarantee and quality of the SIVAL brand, a solid brand known for its added value, networking, business deals and conviviality.
- Participate in the key national event for all specialized plant production professionals. At SIVAL, you are sure to meet up with your customers and get new prospects.
- Ensure excellent geographical and sectoral coverage of your customers and prospects. The only trade show located north of Bordeaux and Geneva, SIVAL provides a geographically specific and in-depth view of the production areas and is easily accessible by high-speed trains and motorway from all over France and northern Europe.
- Optimize communication about your products, your expertise and your innovations. One of the main reasons visitors come to SIVAL is to find out about the latest innovations.
- Multiply your opportunities to network and discuss key issues in plant agriculture.

A large media campaign
SIVAL starts advertising in September in all the national specialist journals in all sectors – fruit and vegetables, wine, horticulture, cider, seeds, organics etc. and that’s not forgetting the specialist departmental agricultural press. We also run a web campaign, which is larger than ever before this year, on press websites and agricultural information websites.

Innovation Contest
The SIVAL/Credit Mutuel Innovation Contest rewards the most outstanding innovations in the fields of equipment, products and services dedicated to ALL plant production. Innovation is particularly showcased through the SIVAL VEGEPOLYS Prize for Varietal Innovation, created in partnership with Réussir Fruits et Légumes. The results of the contest are reported in the professional press and on the contest web platform – www.sivaldor.com

SIVAL, a very web 2.0 trade fair!
Twitter, Facebook, Viadeo – you name it. We have embraced social media. We are also up to speed on new gadgets as our mobile site allows you to access information about the fair, including the list of exhibitors, directly on your smartphone.

SIVAL: a very web 2.0 trade fair!
Grow your business

Conceived in Angers, home of the pomegranate, and located near to the vineyards of Saumur, SIVAL is the world-class trade show for plant production: equipment and technical resources for viticulture, arboriculture, horticulture and vegetable production.

Angers is the heart of two major production areas: viticulture and fruit and vegetable production. Home to the pomegranate, SIVAL is an annual event where you can meet the specialists, describe innovations and present your products and services.

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5 reasons to exhibit at SIVAL

- Dates
  SIVAL is held during the third week of January, typically a slow period for plant production professionals. SIVAL is scheduled at the best time of the year.
- Location: Angers – a plant hot spot
  - Angers, home to VEGEPOLYS, the plant competitive cluster.
  - Angers, in the heart of the Western France, a major production area.
- The only trade show dedicated to all types of plant productions
  A world-class professional show, SIVAL is the only trade show in France to present a comprehensive and impressive offering for all plant production sectors.
- An effective networking tool
  - concluded technical meetings of stakeholders, VEGEPOLYS, with its partners, FFPI, CE International, Utelfrance and VEGEPOLYS.
  - SIVAL focuses on international development. Take advantage of this opportunity to develop your exports.
- Innovation and forecasting: the best crops
  The SIVAL, Organizing Committee, composed of VEGEPOLYS and plant professionals, prepares a rich program of congresses and events each year designed to generate traffic to the show and stimulate discussions.

In January 2014, a new hall will be opened for SIVAL!
- A new entrance.
- A new hall and an additional exhibition space.
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SIVAL, the definitive tailor-made event for plant professionals.

With almost 600 exhibitors, SIVAL is the only trade fair in France to highlight such a full range of equipment, agricultural supplies, and services for specialist crops: viticulture, viniculture, horticulture, cider-making, medicinal and aromatic plants, tobac. and mushrooms.

Known for its combined yet professional ambiance, SIVAL unites 60,000 professional visitors in search of concrete solutions every year.

Located at the heart of the leading French agricultural production areas.

SIVAL in figures

19,000 visitors
67% of the visitors are producers, heading their own businesses.

600 exhibitors, 1,500 brands, 10% foreign exhibitors

3% foreign visitors

67% of visitors are producers, heading their own businesses.

VEGEPOLYS: added value in plants

VEGEPOLYS is a world-class cluster for the production (cropping practices) of specialized plants respectful of the environment, health and biodiversity. VEGEPOLYS, as part of a principal sector within SIVAL, is actively involved in promoting the trade fair.

SIVAL, a trade show organized for and with professionals.

SIVAL, at the heart of PLANTS WEEK 2014

- Vegetables
- VEGEPOLYS Symposium
- SIVAL
- Fruit (FSIM)
- Technical Meetings of VEGEPOLYS

More information on: www.vegepolys-events.fr

SIVAL, supporting development of the sectors

Chaired by Bruno Dupont, President of the National Federation of Fruit Producers, the SIVAL Organizing Committee brings VEGEPOLYS together with technical organisations and specialist crop professionals.

SIVAL 2014, an international focus

SIVAL, helping sectors develop. Business conventions, buyer delegations, consulting appointments, VEGEPOLYS Symposium with its partners, FFPI; CE International, Utelfrance and VEGEPOLYS. SIVAL focuses on international development. Take advantage of this opportunity to develop your exports.

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