# Sima 2020, the great European agricultural event

New consumer demands, regulatory changes and social expectations are leading the agricultural world to profound change. In this context and close to its centenary, SIMA reinvents itself: new dates (November 8-12, 2020), new brand platform, new signature, new visual identity and new logo ...

In this new edition, welcomed by all the leaders of the sector, it is also reflected in a redesigned nomenclature and enriched content to always highlight excellence, knowledge and innovation.

## SIMA, THE LIVING ROOM OF THE FIRST EUROPEAN AGRICULTURAL POWER

Since 1922, SIMA brings together all the members of the agricultural world, promotes exchanges, anticipates and accompanies changes in the sector. Today, trusting in his values ??of sharing, trust and responsibility, he wants to be, more than ever, unifying, human and innovative. While maintaining a strong bond with its loyal audience, the program takes a new turn in its history, to better meet the expectations of the sector, reveal technical solutions and respond to the social and economic problems of agriculture as spaces. rural.

It is an exhibition for all agriculture, valuing diversity and putting human beings at the center of all their concerns, defending the balance between productivity and sustainability, advocating an extended quality principle: quality of life of farmers, quality of agricultural production, quality environmental protection of agriculture. SIMA clearly shows its ambitions and mission: “To reveal the solutions and technologies dedicated to the development of sustainable and efficient agriculture, in the heart of the first European agricultural power. "

## SIMA, THE FIELD OF ALL POSSIBLE

SIMA wishes to take on new challenges:
- Gather technological developments around agricultural equipment.
- Promote training, employment and attraction of strengths.
- Support the evolution of agronomic practices;
- Support the sustainable development of the territories;
- Preserve animal and plant diversity;
- Ensure food security for all;
- Provide solutions to all agriculture.

It is positioned as the event of all actors in the agricultural world, as a true agora where everyone has the right to express themselves, to make their arguments heard. A place where all social, demographic, economic and environmental issues stand out.

## UNITED LEADERS AROUND NEW ROOM AMBITIONS

The new ambitions of SIMA (new positioning, new dates ...) are now unanimous between the exhibitors representing Axema and the "big accounts" of the fair. In fact, these developments are perfectly in line with the expectations expressed by international exhibitors and visitors and make it possible to record the show more logically in the commercial decision cycle.

More than a year after the fair, many leading companies have already confirmed their arrival as Amazone SA, Berthoud, Claas France, Dangreville, Exxact Holmer, Horsch France, JCB Agri, Jeantil, John Deere, Krone France SAS, Kubota Europe SAS, Kuhn, Lemken France SARL, MX, Rolland, Clothing France, Samson Agro Sasu, Capagri SAS, Sulky Burel, Weidemann GMBH ... The number of registered Italian exhibitors (Agritech, Benzi & Di Terlizzi, Capello, Dinamica Generale, Galtech Supertino, Hydrocontrolsont, Piusi, Polmac, Walvoil ...) is in clear progression with the same period and now represents 73% of the total area reached in the 2019 edition. Finally, the parts and components sector knows a true fashion with more than 39 exhibitors and 85% of its surface is already reserved.

## NOMENCLATURE OF REPENSE AND ENRICHED CONTENT

This new positioning is reflected in a redesigned nomenclature to offer visitors an increasingly complete offer and present all the solutions to better meet the needs of today's farmers. In addition,

the key word of the show is “experience”, with rich content and an even greater emphasis on innovations throughout the agricultural sector, in its broadest international dimension.

This content will be displayed around the different strategic axes of the show:
• Employment and training with a work appointment space, which allows meetings between recruiters and future employees to exchange recruitment projects (internship, apprenticeship or hiring contract), a “Experience” space, mix simulators, escape game and many conferences to promote the exchange of experiences and, finally, a training area open to all those interested in the sector (schools, universities, ministry) with presentations of all professions in the sector and portraits trades (construction, distribution, agriculture );
• The Innova including the village of innovation, a space that looks towards the future and is in tune with the current needs of farmers and builders, the new business village (with Ferme Digitale), a springboard to put some fifty young companies at the forefront and the robotic village (with FIRA), a space demonstration for the latest generation of agricultural robotics and a launch area so that everyone can develop their experience;

• International conferences related to the challenges SIMA wants to face (increased agriculture, robotics, agronomy, organic farming, agricultural equipment and agroecology, cofarming, climate risk management, distributors' day, the African summit SIMA, breeding ...).