



Press release

Paris, 15 May 2019

SIMA RINGS THE CHANGES

New consumer demands, a shifting legal and regulatory environment and expectations from society are all driving agriculture towards a period of profound change. In these circumstances, and with its 100th anniversary fast approaching, SIMA is reinventing itself!

With new dates (8 to 12 November 2020), a new brand platform, a new signature, new branding and a new logo, SIMA is giving fresh impetus to its ambition and adjusting its positioning.

SIMA, THE SHOWCASE FOR THE LEADING EUROPEAN AGRICULTURAL POWER

Since 1922, SIMA has been the point of convergence for everyone throughout the farming world, promoting dialogue and accompanying change in the sector. Today, building upon its values of sharing, trust and responsibility, it aspires to be even more federating, people-centric and innovative.

Whilst maintaining its strong ties with its loyal audience, the trade show is taking a new and unprecedented direction in the aim of fulfilling the expectations of its sector ever more closely, revealing technical solutions and rising to the social and economic challenges faced by agriculture and rural areas.

As the trade show for all forms of agriculture, promoting diversity and putting people at the heart of all its concerns, it champions the balance between productivity and sustainability, advocating a principle of extended quality: quality of life of farmers, quality of farm production, environmental quality of farming.

SIMA thus clearly sets out its ambitions and its mission: “Reveal solutions and technology dedicated to the development of sustainable and high-performance agriculture, at the heart of the leading European agricultural power.”

SIMA, A FIELD OF OPPORTUNITY

This new positioning is reflected in a new product category list to offer visitors an even more extensive range and present all the solutions to meet the needs of today’s farmers. The exhibition’s watchword is “expertise”, with enhanced content and an even sharper focus on innovation from across the farming world in its widest international dimension.

SIMA thus intends to rise to new challenges:

- Gather together all the latest AgTech solutions;
- Promote education, jobs and attract new blood;
- Support change in agronomic practices;
- Support the sustainable development of communities;
- Preserve animal and plant diversity;
- Guarantee food security for all;
- Provide solutions to all forms of agriculture.

It positions itself as the event for all players in the farming world, an *agora* where everyone is entitled to speak out and make their voice heard. A venue where emphasis is placed on all social, demographic, economic and environmental issues and challenges.

A field of opportunity!

A NEW SIGNATURE AND A NEW LOGO

To convey this deep-rooted change, SIMA has adopted a new signature, which, through a simple and universal message, advocates the values of an exhibition and of agriculture which is open, positive, dynamic and caring and keeps moving forward:

“AGRICULTURE IN MOTION”

It has also launched new graphic branding and a new logo. This logo represents two worlds, productivity and sustainability, which communicate, interact and enrich one another to become a whole, forming the letter S for SIMA.

This symbol depicts the time and space that constitute the setting for exchange, communication and collaboration between these two worlds.



Discover the SIMA 2020 video!

**Make a date for SIMA 2020 from Sunday 8 to Thursday 12 November 2020
Paris Nord Villepinte Exhibition Centre.**

About COMEXPOSIUM

Comexposium is one of the world's leading event organizers. Globally, it hosts more than 132 B2B and B2C events across many different sectors, significantly in agriculture, construction, fashion, food, health, leisure, real estate, retail, security, higher education and transport. At events, in over 30 countries, Comexposium welcomes more than 3.5 million visitors and 48,000 exhibitors annually. Headquartered in France, Comexposium's employees and sales network operate in 22 countries. Comexposium aims to be seen as the place to be, building bridges between people and business.

www.comexposium.fr

About AXEMA

AXEMA is the French trade association for the Agricultural Equipment 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 230 member companies, comprising manufacturers (69%) and importers (31%).

Press contacts: CLC Communications – Tel. +33 (0)1 42 93 04 04

Jérôme Saczewski – Célia Forest – Clémentine Pichot – Urielle Affainie

j.saczewski@clccom.com – c.forest@clccom.com – c.pichot@clccom.com – u.affainie@clccom.com