

SIA'PRO

INTERNATIONAL AGRICULTURAL EXHIBITION
AGRICULTURAL TECHNOLOGIES AND SOLUTIONS

23>25
FEB 2025
Paris Expo
Porte de
Versailles

CONJOINTEMENT AU :



22 FEV > 02 MARS 2025
PARIS EXPO PORTE DE VERSAILLES



SIA'PRO, THE AGRICULTURAL TECHNOLOGY AND SOLUTIONS EXHIBITION, is to be held in pavilion 7.2 of Paris Expo Porte de Versailles exhibition centre, co-located with the Salon International de l'Agriculture.

With the stated aim of offering new solutions to the farming world, CENECA and COMEXPOSIUM had previously announced the organisation of SIA'PRO at the Paris Le Bourget exhibition grounds. As this project in its spin-off format has drawn insufficient support from agricultural machinery industry representatives, it has been decided to relocate the SIA'PRO 2025 exhibition alongside the Paris International Agricultural Show - Salon International de l'Agriculture - at Paris Expo Porte de Versailles.

This choice of co-location will enable French Agriculture Week* to gain even more traction and reach in February thanks to its single venue.

SIA'PRO is positioned as an event dedicated to the innovative technologies and solutions in support of tomorrow's agriculture, with the mission of supporting farmers in managing change in their farms and profession.

Synergies between SIA and SIA'PRO: a unique experience for farming professionals

As a complementary event alongside the Paris International Agricultural Show (SIA) which each year draws 60,000 professional visitors, SIA'PRO pursues the aim of reinforcing the professional aspect of the SIA through an offering and content designed to support farm operators and contractors in tackling their challenges.

Holding the shows in the same venue will help French Agriculture Week* to forge a status as an unmissable event: held in a single location and on the same dates, thereby creating a unique experience for visitors and partners alike.

Technological solutions and innovations in support of farmers

SIA'PRO brings together the expertise tailored and available to farmers in search of technological solutions and innovations, covering areas such as **new technology, renewable energy, services and consulting, seeds and inputs, robotics, and farm machinery**. These solutions aim to improve the productivity, sustainability and profitability of farms..

* Semaine de l'Agriculture Française, registered trademark

Talks and workshops: tangible responses for tomorrow's agriculture

SIA'PRO provides its participants with an extensive and varied range of content through talks, round tables and experience sharing. With two dedicated spaces: the Forum and the Café des Agris, a series of speaking opportunities will make up a comprehensive programme of panel discussions and workshops.

With a keen focus on their utility for the farming world, the themes addressed will include:

- **New technology**
- **Solutions to tackle the challenges of the agroecological transition**
- **Diversification**
- **Establishment**
- **Transmission**
- **Robotics**

Several networking events will be held throughout the three days of the show to give time over to discussions and experience sharing.

Proximity and support: the watchwords of the 2025 show

The common attributes shared by SIA and SIA'PRO are their conviviality, dynamism and proximity with visitors and their needs. In a setting that promotes not only dialogue but also the emergence of new ideas, SIA'PRO offer farming professionals the opportunity to meet up in a business-conducive setting, share their experience, and expand their network.



ABOUT CENECA :

The Centre National des Expositions et Concours Agricoles is a public limited company made up of the major French agricultural trade associations, banks and institutions working in the sector. CENECA owns the Salon International de l'Agriculture and the Salon du Cheval de Paris. It also co-owns the CGA with the French Ministry of Agriculture, Food and Food Sovereignty.



ABOUT COMEXPOSIUM :

The Comexposium Group is the leader in event organisation and in bringing communities together around their business and their passions. Comexposium organises over 150 events for professionals and the general public, covering more than 10 industry sectors (agriculture/food, retail/digital, fashion/accessories, leisure, etc.). As a creator of experiences and encounters between people, the group connects 48,000 exhibitors and 3.5 million visitors 365 days a year. Through its events (SIAL, All4Pack, Paris Retail Week, One to One E-Commerce, Foire de Paris, Rétromobile, etc.), Comexposium keeps its communities connected all year round via efficient and targeted omnichannel tools. www.comexposium.com

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