



Press Release

Paris, 29 May 2024

Join the Paris International Agricultural Show and SIA'PRO in Paris in 2025 for a unique experience at the heart of agriculture week.

The International Agricultural Show (SIA) is the must-attend event for the agricultural sector, attracting more than 600,000 visitors each year, 60,000 of whom are trade visitors.

SIA'PRO, a 3-day professional meeting space launched for the 60th edition of the International Agricultural Show in 2024, was a great success. The conferences and hands-on workshops offered numerous opportunities to interact and share knowledge, providing a wealth of learning and networking opportunities over the three days. This format of professional meetings will be repeated and expanded during the next edition in 2025 at Paris Expo Porte de Versailles.

Building on this success and with the aim of providing solutions at a time when agriculture is at a turning point in its history, CENECA wants to give a new dimension to SIA'PRO in order to meet the needs of professionals in the face of the many challenges ahead. CENECA has announced a major innovation for 2025: the evolution of the SIA'PRO, which will be held at the Paris Le Bourget exhibition centre so that it has the necessary space.

The aim of this initiative is to highlight the importance of the agricultural sector and to promote its assets through two separate but complementary events, working in complete synergy during this important agriculture week in Paris.

SIA'PRO: INTERNATIONAL SHOW FOR AGRICULTURAL EQUIPMENT AND SOLUTIONS

SIA'PRO has become the International Show for Agricultural Equipment and Solutions, reserved for professionals from all sectors of the agricultural industry. It will feature a complete range of machinery, equipment, components, services, new technologies and energies to meet the needs of all farmers and other professionals of the agricultural world.

SIA'PRO aims to be at the heart of agricultural transition, with areas dedicated to robotics, data use & management and a start-up centre. It will also be a place where farmers can meet and exchange ideas to help them face challenges such as employment, training, sharing, setting up, the agro-ecological transition, etc.

SIA'PRO will be a real showcase for efficient solutions and innovative methods for improving the efficiency, sustainability and profitability of farms, with a programme of content providing an opportunity to share expertise and experience.

As a catalyst for innovation, the show will be organising the "SIA'PRO AWARDS", which will reward the best technological developments for farmers and helping to improve the efficiency, sustainability and profitability of farms.

The complementary nature of the two events means that SIA'PRO will reflect the DNA of the International Agricultural Show: a friendly atmosphere and a showcase for the agricultural sector. The two events will also benefit from the synergy created between them, with gateways for access and visits.

A 100% PRO event at the heart of the agricultural sector, SIA'PRO 2025 will be held at the Paris Le Bourget Exhibition Centre from 23 to 25 February 2025.

"With these two shows, organised in two different venues but with the same ambition, we are committed to strengthening the visibility and impact of agriculture on the national and international scene. Requiring more space, SIA'PRO is opening its doors at the Paris Le Bourget Exhibition Centre to help professionals facing the major challenges and developments in agriculture" Jérôme Despey, President of the International Agricultural Show, President of SIA'PRO and President of CENECA.

International Agricultural Show Key Info

Number of days: 9

Location: Paris Expo Porte de Versailles

Dates: 22 February-2 March 2025

SIA'PRO Key Info

Number of days: 3

Location: Paris Le Bourget Exhibition Centre

Dates: 23-25 February 2025

For more information: <https://www.salon-agriculture.com/SIA-PRO>

Press contacts:

VFC RP/Alizé Prieur

aprieur@vfcrp.fr / +33 (0)6 72 62 01 40



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.



The Comexposium Group is one of the world leaders 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.). The group brings together 48,000 exhibitors and 3.5 million visitors, 365 days a year in 22 countries. As a creator of experiences and meetings between people, Comexposium enables its communities to be connected all year round through effective and targeted omnichannel tools, thanks to its events (SIAL, All4Pack emballage paris, Paris Retail Week, One to One Monaco & Biarritz, Foire de Paris, Rétromobile, etc.) and their associated content.