



# TOMORROW'S AI IS AGRICULTURAL INTELLIGENCE

# SIA'PRO

INTERNATIONAL AGRICULTURAL EXHIBITION  
AGRICULTURAL TECHNOLOGIES AND SOLUTIONS

23>25  
FEB 2026  
Paris Expo  
Porte de  
Versailles

JOINTLY WITH



ORGANISED BY:  

# Introducing CENECA

A limited company made up of the major French agricultural trade associations, banks and other institutions in the sector.

## Main missions of CENECA:

- Promote French agriculture to the general public and professionals
- Showcase French animal and plant production
- Organise events that bring together farmers, institutions, businesses and consumers



## GOVERNING BOARD



« This year's Salon International de l'Agriculture has adopted the theme of «Solutions Generations».

SIA'PRO will therefore be the perfect opportunity for all future professionals considering or beginning a farming career to gain access to a wide and varied range of information connected with our professions.

In what are challenging times for many sectors, SIA'PRO also addresses people's doubts and reservations. Through the talks scheduled and the innovations and new technologies on display, everyone shaping the agriculture of the future will have a chance to showcase their solutions to rise to the challenges ahead. »



Jérôme DESPEY  
CHAIRMAN OF CENECA

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Join us in February 2026 for :

# French Agriculture Week

Three major events in Paris to raise the profile of agriculture in France.

Synergy between SIA and SIA'PRO: a unique experience for agricultural professionals

Within the agricultural services and professions sectors

NEW !  
Hall 5.2

SIA'PRO will take place in Hall 5.2 at Paris Expo Porte de Versailles.  
*A single, central location that highlights and enhances the French Agriculture Week*



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## An event dedicated to innovative solutions and technologies



A show designed by farmers for farmers.

One mission: to support farmers as they develop their farms and their businesses.



The aim of the event is to showcase practical, effective innovations to meet the day-to-day challenges faced by farmers.



Bringing together the entire ecosystem in a place dedicated to sharing expertise and business opportunities



The event is part of the French Agriculture Week, in conjunction with the Salon International de l'Agriculture.

**The meeting place for the professional agricultural community at the Salon International de l'Agriculture**

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## An event for **agriculture** and **farmers**



A range of solutions and technological innovations for agriculture and farmers



A range of solutions and technological innovations for agriculture and farmers



An event that brings together solution providers and investors



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## A tailored offer for farmers seeking solutions



AGRI-INPUTS



RENEWABLE ENERGIES



NEW TECHNOLOGIES &  
ROBOTICS



SERVICES & ADVICE



EQUIPMENT &  
COMPONENTS

**SIA'PRO's offer is a response to the current challenges and new issues facing farmers:**

- Optimising technological innovations
- Maintaining the profitability of farms
- Ensuring food sovereignty
- Preserving the quality of natural resources
- Adapting agriculture to climate change
- Encouraging farm takeovers

# A range of cutting-edge, accessible and actionable solutions

The previous edition welcomed, among others:

**4BOT**  
SPÉCIALISTE DRONES PRO



agriDées  
REPLUSSER - PARTAGER - INNOVER

**AIRBUS**



Berflex  
CONNECTIONS & PERFORMANCE

**BUGNOT**



cojali

**Deal.**

MyMarguerite



**GEROVIT**

HERITAGE FARMER



**indelB**

IRISOLARIS  
promoteur de la transition énergétique



**NÉNUFAR**  
Votre fosse émet du biogaz. Valorisez-le !



socleo



**NEW TECHNOLOGIES &  
ROBOTICS**



**RENEWABLE ENERGIES**



**SERVICES & ADVICE**

# WHO is the event aimed at?

**Goal : 9 000 visitors**  
**100% professionals**

## Farmers:

- Farm operator
- Livestock farmer
- Mixed farmer



Dealers /  
Distributors /  
Importers

Agri-business  
manufacturers

Component and  
accessory  
manufacturers



Farm or  
Forestry  
contractors

Farm machinery pools /  
Chambers of agriculture  
advisors /  
Agricultural and  
Agri-equipment advisors

Traders /  
Cooperatives  
and collection



Official farming  
bodies /  
Training /  
Services

Landscaping  
professionals



**For professionals only**

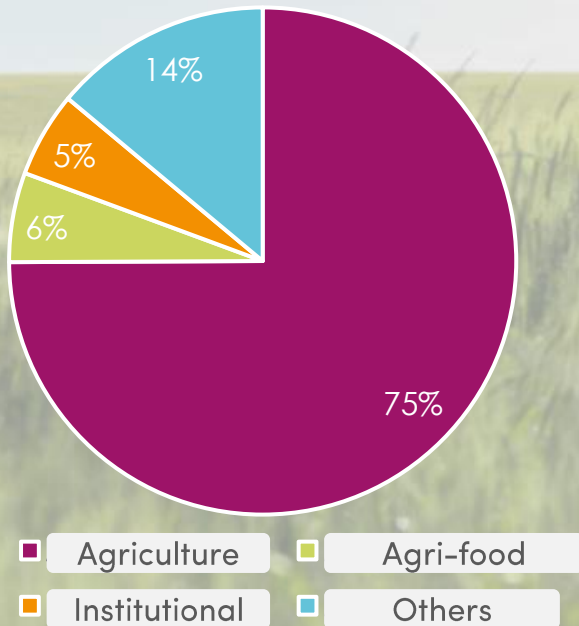
## Other industry professionals:

# Who visits SIA'PRO ?

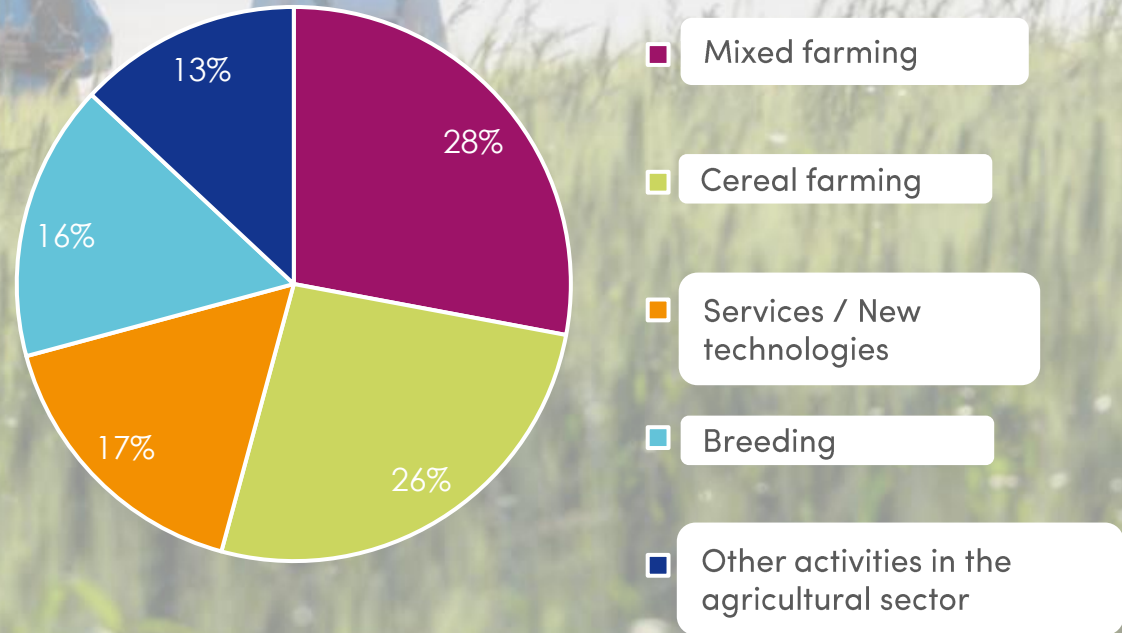
A **100%** professional visitor base, **75%** of whom come from the agricultural sector



Visitors by industry sector



Top 5 visitor business sectors



# Exhibitor testimonials



"SIA'PRO was a great success for Agrodron. We were able to present our solutions to a diverse and qualified audience, ensuring Agrodron remains memorable for many. The conference programme was increasingly interesting, raising current questions as well as providing answers. Lastly, the catering was excellent, with very pleasant service. I thank you for the opportunity you gave us."

**Vincent Deslandes, Sales Engineer, AGRODRONE**



"Participating in SIA Pro allowed us to connect with many professionals, project leaders, and farmers. The quality of the speakers and the richness of the conferences, especially in the intimate 'small group' format during the roundtables and the 'farmers' café', were a real advantage! We leave SIA Pro full of energy and feeling recharged!"

**Maxime Pawlak, President of ELOI**



"Participating in SIAPRO2025 was an excellent opportunity to establish contacts in France and to meet those we already knew. We are confident that we will be able to launch new projects and strengthen existing ones thanks to the presence of R&D&I at SIAPRO2025."

**TEPRO (Spain)**



"SIA-PRO has been a great opportunity to get to know different players of the agricultural field. We believe we were able to provide information about our project, receive interesting feedback and generate contacts through networking. Thank you for having us in the fair. We enjoyed our time there."

**UNIMOS Alliance Team (Pologne)**



As a promoter of the energy transition, we were pleased to participate in the first edition of SIA PRO and satisfied to have benefited from a dedicated space reserved exclusively for professionals in the agricultural sector.

This participation was an opportunity for us on several levels: we gathered numerous qualified leads and made connections that allowed us to identify and initiate promising relationships; we met key players in the agricultural sector interested in our solutions for photovoltaic installations and decarbonised energy; as agricultural experts, we also shared our experience and vision during various roundtables addressing current topics such as agrivoltaics.

This event was an opportunity for us to strengthen our reputation with institutions and professional partners, thus consolidating our position as a leader in the sector."

**Daniel CESARI, Communications and Press Relations Manager, IRISOLARIS**

**THE HUB'**  
FOR  
INNOVATION

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**THE FORUM**

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**THE FARMER'S**  
CAFE



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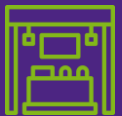
**The three  
formats of  
expression**

# THE HUB' FOR INNOVATION



## Innovation at the heart of the show

A space dedicated to innovation with :



### STANDS

Start-ups grouped together in a single space.



### NETWORKING AREA

A reception area for organising business meetings

## The conferences areas



Attend **technical conferences** featuring contributions from **French and international** experts and farmers.

Come meet and network with **farmers** who will share their **experience** in a friendly atmosphere.

**1,500** participants

**2** formats

**35** conferences

**100** speakers

**3** moderators

Alain Savary  
Pierre Compère  
Marie-Laure Hustache

**2 SPACES**

Dialogue Accelerators &  
Experience-Sharing  
Catalysts

## Conferences : 4 main themes

Reconsider my business strategy to gain more room for maneuver

Diversify my activities and anticipate market changes

Combine agronomy and technology to improve productivity

Foster thriving communities within and alongside my local territory

# Day 1 – Monday, february 23, 2026

## MORNING

Venue	Schedule	Topic	Moderator
<b>ILE FORUM</b>	10:00-10:45	I want to be self-sufficient: purchasing, on-farm storage, marketing... what strategy will help me gain extra margin?	Marie-Laure Hustache
<b>ILE FORUM</b>	11:00-11:45	I want to develop an agri-industrial, energy-related activity or a water body: how can I ensure that my project is understood and supported by the local community?	Alain Savary

## LE CAFÉ DES AGRIS




11:00-11:45



12:00-12:30

## AFTERNOON

Venue	Schedule	Topic	Moderator
<b>LE CAFÉ DES AGRIS</b>	14:00-14:45	Awards ceremony for the Agricultural Influence Rising Stars by the Black-Moutons	
<b>ILE FORUM</b>	15:00 – 15:45	I'm looking to introduce new crops: bamboo, pistachio, peanut... climate adaptation strategy, new opportunity or passing trend?	Pierre Compère
<b>ILE FORUM</b>	16:00-16:45	I'm interested in rotational grazing: how can it improve my livestock's performance? What new approaches can make its implementation easier?	Marie-Laure Hustache
<b>ILE FORUM</b>	17:00-18:00	I hear talking about Mercosur and the EU expanding : will I be sacrificed on the altar of globalisation?	Alain Savary



16:00-16:45



17:00-17:45



An extended forum to foster interactions

# Day 2 – Tuesday february 24, 2026

## MORNING

Venue	Schedule	Topic	Moderator
ILE FORUM	10:00-10:45	I want to improve my well-being and that of my animals: what can robotics bring? What about profitability?	Alain Savary
ILE FORUM	11:00-11:45	I sell farm products: how can I develop my producers' shop? What other marketing channels could I explore?	Marie-Laure Hustache

## AFTERNOON

Venue	Schedule	Topic	Moderator
LE CAFÉ DES AGRIS	14:00-14:45	<b>The Farmers' Literary Café</b>	Marie-Laure Hustache & Pierre Compère
ILE FORUM	14:00-14:45	I'm in organic farming: stop or keep going?	Pierre Compère
ILE FORUM	15:00-15:45	I'm a winemaker and my market is shrinking: should I stop, refresh my range, or diversify? And if so, how?	Alain Savary
LE CAFÉ DES AGRIS	17:00-17:45	Farmers and local municipal elections	Pierre Compère
LE CAFÉ DES AGRIS	Starting at 19:00	SIA'PRO AFTERWORK	SIA'PRO

## LE CAFÉ DES AGRIS



11:00-11:45



12:00-12:30



15:00-15:45



16:00-16:45



HIGHLIGHTS

# Day 3– Wednesday february 23, 2026

## MORNING

Venue	Schedule	Topic	Moderator
ILE FORUM	10:00-10:45	I want to improve my soil organic matter: manure, compost, digestate, biodiversity, cover crops... how can I avoid misguided ideas while boosting soil fertility?	Pierre Compère
ILE FORUM	11:00-11:45	I want to produce energy: can I use it myself or sell it directly? What economic models are possible?	Marie-Laure Hustache

## LE CAFÉ DES AGRIS





11:00-11:45



12:00-12:30

## AFTERNOON

Venue	Schedule	Topic	Moderator
LE CAFÉ DES AGRIS	14:00-14:45	<b>MOST BEAUTIFUL FARM IN FRANCE AWARDS CEREMONY</b> presented by <i>Mélanie Lacombe</i>	 #COFARMING
ILE FORUM	14:00-14:45	I want to reduce my mechanisation costs to improve my margins: what equipment and organisational strategies, individual or collective, should I consider?	Alain Savary
ILE FORUM	15:00-15:45	I want to grow and finance my project: what role should external capital play?	Pierre Compère
ILE FORUM	16:00 – 16:45	From Field to Fork: France–UK Agri–Food Analysis on Security and Technology	 agriDées REFLECHIR-PARTAGER-AVANCER



15:00-15:45



16:00-16:45



With the participation of Marie-Cécile Damave

# Partners events that attract visitors

Award ceremony for the Agricultural Influence Contest



Award ceremony for the Most Beautiful Farm in France



\*SIA'PRO2025

# SIA'PRO on social medias : within the agricultural communities

+1,6M

Combined audience of the 25 agri-influencers present in 2025

+2M

Total views across social media platforms

SIA'PRO benefits from the media reach of the Paris International Agricultural Show:



10 645

Press, Web, Radios & TV

3 500

Journalists accredited at the International Agricultural Show

110+

Political and official delegations

**NEW!**

**SIA'PRO** 23>25  
FEV 2026  
Paris Expo  
Porte de  
Versailles  
SALON INTERNATIONAL DE L'AGRICULTURE  
TECHNOLOGIES ET SOLUTIONS AGRICOLES

SIA'PRO prépare son premier

# OBSERVATOIRE DES TENDANCES DE L'INNOVATION AGRICOLE

**A groundbreaking launch:** SIA'PRO 2026 is creating the first *Agricultural Innovation Trends Observatory*.

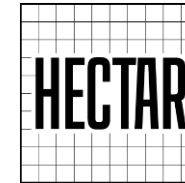
A true decoder of the transformations shaping the agricultural world, it provides **a tool** for reading, understanding and **drawing inspiration** from the innovations and transitions taking place across the sector.

**Objective:** To offer a cross-cutting view of agricultural shifts - robotics, data, organic farming, animal welfare, soils, climate - and to **highlight innovative initiatives**.

**A forward-looking vision:** The Observatory analyses the key trends of 2026 and shines a light on the solutions that are shaping the agriculture of tomorrow.

# OUR PARTNERS\*

\*2025 partners



A team available for you

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**Thank**  
**you**