

SIA'PRO | 23>25
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SALON INTERNATIONAL DE L'AGRICULTURE
TECHNOLOGIES ET SOLUTIONS AGRICOLES

CONJOINTEMENT AU :

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SIA'PRO 2025: AN OPPORTUNITY FOR EVERYONE!

Over the space of three days, the agricultural technologies and solutions tradeshow kept its promise though the attendance of more than 6,000 farming professionals. Closely and permanently reflecting topical developments and held alongside the Paris international Agricultural Show, SIA'PRO provided a wide range of highlights, speaking slots and business opportunities with its promise of “a solution for every farm”.

SIA'PRO, the agricultural technologies and solutions tradeshow, closed its doors on Tuesday 25 February at Paris Porte de Versailles as part of French Agriculture Week. At this 2025 edition, the event designed by farming industries for farming professionals drew 6,000 exhibitors and more than 60 exhibitors, held alongside the *Salon International de l'Agriculture* (SIA). This colocation reinforced the influence of French Agriculture Week by generating real energy between the sector's different stakeholders. Over the space of three days, it brought together all farming professionals on the same dates and in the same place, thereby fostering exchanges, opportunities and a concerted approach to the challenges faced by the sector.

Closely reflecting topical themes, SIA'PRO offered a multitude of highlights, speaking slots and business opportunities with its promise of “a solution for every farm”. Two dedicated spaces, the Forum and the Café des Agris, helped provide answers to the needs and current problems of farmers, whether their requirements related more to robotics, renewable energy or digitalisation, to their establishment, diversification and the transmission of their farm, or revolved more around adapting to climate change and embracing the agroecological transition to improve working and living conditions.



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These venues were constantly packed thanks to the pertinence of the talks proposed (35 over 3 days) and the quality of the speakers (Nicolas Chabanne from C'est Qui le Patron?, Edouard Bergeon, director of Au Nom de la Terre, Sarah Singla, farmer and training consultant, Arnaud Montebourg from Made in France Teams and Compagnie des Amandes, Marc-André Selosse, lecturer at the Muséum national d'histoire naturelle, the sociologist François Purseigle, and many more). SIA'PRO also welcomed several official visits, including that of the French Minister for Agriculture and Food Sovereignty, Annie Genevard.

The three-day exhibition met the expectations of its exhibitors by attracting qualified and motivated visitors, thereby fostering constructive dialogue and high-quality business opportunities.

“Our participation at SIA'PRO enabled us to initiate promising ties with a lot of qualified sales leads and key farming stakeholders, interested in our photovoltaic infrastructure and zero-carbon energy solutions,” explained Daniel Cesari, head of communication at IRISOLARIS.

A similar reaction came from Maxime Pawlak, CEO of Eloi, which assists farmers in their transmission or establishment procedures: “Taking part in SIA'PRO allowed us to exchange with many professionals but also people with plans, and farmers themselves. The quality of the speakers and content matter of the round tables and the discussions at the Café des Agris was also a considerable bonus!”

“I am pleased to have observed motivated exhibitors and interested visitors. I strongly believe that human contact is imperative: it isn't just a financial commitment, nor a commercial promise: it is the essential beginning of a relationship of trust,” said Jérôme Despey, chairman of SIA and SIA'PRO, and

Chairman of CENECA. “This grand tradeshow has earned its status as the new event-led brand of a farming sector in motion. We are already looking forward to February 2026 and a third edition that will once again confirm the relevance of bringing together, in the same place and at the same time, everything that can help rise to the challenges faced by the farming world.”

Meanwhile SIA'PRO 2025 kept all its promises in terms of deciphering trends and revealing best practices, in close and permanent contact with topical issues.



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ABOUT CENECA:

The Centre National des Expositions et Concours Agricoles is a public limited company comprising French farming federations, banks and official bodies from the sector. CENECA is the owner of the Paris International Agricultural Show and the Paris Horse Show, and the owner-organiser of the Arabian Horse World Championship. It furthermore co-owns the Concours Général Agricole alongside the French Ministry of Agriculture, Food Sovereignty and Forestry.



ABOUT COMEXPOSIUM:

The Comexposium Group is one of the leading event organisers worldwide, creating events that bring communities together to discover and explore businesses, passions and interests. Comexposium organises more than 150 professional and general public events, covering more than 10 sectors of activity (agriculture/food, retail/digital, fashion/accessories, leisure...).

The group connects 48,000 exhibitors and 3.5 million visitors, 365 days a year in 22 countries. Creating experiences and encounters between individuals, through its events (SIAL, ALL4PACK, Paris Retail Week, One to One E-Commerce, Foire de Paris, Rétromobile, etc.) Comexposium enables its communities to be connected all year round through an effective and targeted omni-channel approach.

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