



SITEVI



PRESS RELEASE

29 JUNE 2017

1977- 2017

FOR ITS 40TH ANNIVERSARY, SITEVI THINKS BIG

The new edition of SITEVI, the international exhibition of equipment and expertise for vine-wine, olive and fruit & vegetable professionals, will take place from 28 to 30 November 2017 at Montpellier Exhibition Centre.



“40 years after its creation, SITEVI has become the world's largest exhibition organised around its three sectors. The 2017 vintage is set to be a quite unprecedented event because we have already planned a temporary hall to accommodate more than 100 new exhibitors who have signed up so far. More than ever before, SITEVI has confirmed its status as the imperative business and innovation event for all producers,” emphasises Marine Dégremont, Exhibition Director.

A MAJOR SUCCESS IN THE MAKING

SITEVI has indeed stepped up a gear this year, with 97% of the available surface area already sold (compared with 87% in 2015 at the same period), a substantial increase in the number of non-French firms (+12%) and noteworthy growth in the sectors of Wine making, Packaging and Equipment for fruit growing, vegetable growing and landscape gardening, thus reasserting its desire to cater to the requirements of all three sectors.

SECTORS PACKED WITH VITALITY THANKS TO INNOVATION AND FORESIGHT

For its 40th anniversary, SITEVI has expanded the space given over to innovation and foresight through:

- **The Start-up Village:** a new space for exchange and expression, this area aims to act as a springboard for young innovative firms working in agriculture
- **The Forum:** The best in research and sampling in the vine-wine, olive and fruit & vegetable sectors, brought together in the same space! With the presence of IRSTEA, l'INRA, L'IFV, etc., the results of the des SITEVI Innovation Awards, wine and olive oil tasting sessions, not to mention talks and presentations focusing on connected farming and new technology to support sectors in their digital transformation.
- **The outdoor demonstration zone "Spot Demo",** dedicated to working machinery, and in particular to robotics.
- **The International Hub moves to Reception Area B:** with 54,000 visitor entries from 52 countries at the last edition, SITEVI is enhancing the range of services made available to foreign visitors. In addition to the International Business Club and the farm visit programme, new features include an international producers' zone and tastings of products from around the world, networking meetings, etc.

POWERFUL PROMOTIONAL ACTIONS

To attract an even wider professional audience from the vine-wine, olive and fruit & vegetable sectors, SITEVI is continuing to intensify its promotions campaigns running up until the show both in France and beyond its borders, with the aim of inviting ever larger numbers to celebrate 40 years of existence, innovation and conviviality.

#SITEVI

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