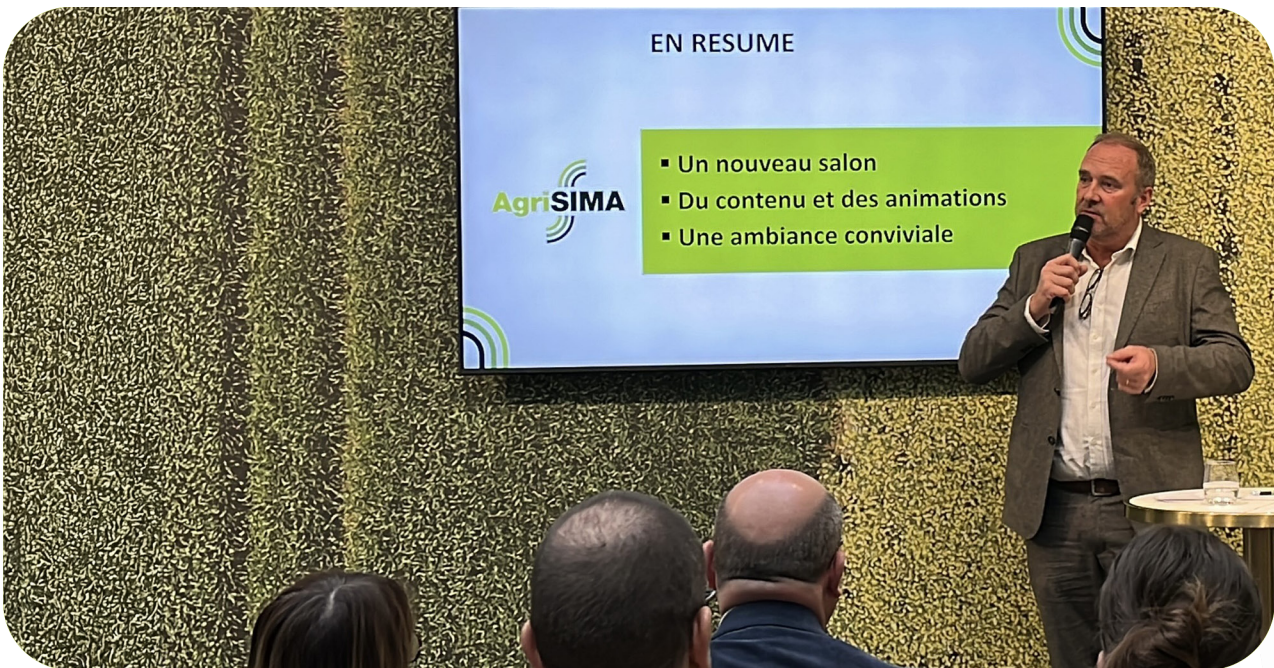


Press Release N°1 – December 2024



On December the 10th in Paris the chair of AXEMA, The syndicate of agricultural machinery manufacturers, and the President of AgriSIMA presented the outlines of the new french and european meeting for agricultural production to the press and the agricultural equipment sector.

The core principles of the international trade fair include a return to fundamentals to attract a targeted audience, high-quality themed content, enhanced conviviality, and controlled exhibition costs. It will be held every two years and will take place in the Parc Des Expositions de Villepinte in February 2026.

« France, the leading country for agricultural equipment in Europe and the 2nd most technological sector in the world after aeronautics, has a duty to develop an event highlighting the excellence of its agriculture. After SIMA 2022, which fell short of the sector's expectations, and SIMA 2024, which was cancelled due to the agricultural crisis, it is our responsibility to offer solutions that meet the needs of both exhibitors and visitors »

Damien DUBRULLE

Chair of AXEMA

With this in mind, **AXEMA** has joined forces with **Frédéric Bondoux**, Chair of Profield Events (Salon de l'Herbe et des Fourrages, Salonvert, Salon des ETA, etc.)

Their shared goal is to build on SIMA's legacy while introducing a fresh concept and new ambitions, putting the farmer at the center of the trade fair.

AgriSIMA will take place over 4 days, from **Sunday, the 22nd to Wednesday, the 25th of February 2026**. at the same time as **SIA** (Salon International de l'Agriculture) at the **Parc Des Expositions de Paris-Villepinte**.

« A return at the start of the season in collaboration with SIA, and a location big enough to host a large-scale Trade Fair close to an international airport and a TGV station are two key factors that make perfect sense. »

Frédéric BONDOUX

In an agriculture that is rapidly changing, **AgriSIMA** will be strongly focused on the actors in agricultural production: heads of arable farms and mixed farmers, managers of CUMA (Farm Machinery Cooperative), service providers and ETA (Agriculture and Forestry Entrepreneurs), distributors of agricultural equipment, cooperatives, merchants and international visitors.

The Trade Fair, which will include Halls 4, 5a, 5b and 6, i.e. a surface area of 150,000 m², will highlight different sectors, each with specific content :



MANUFACTURERS AND SUPPLIERS OF EQUIPMENT AND AGRICULTURAL EQUIPMENT PARTS



NEW TECHNOLOGIES (ROBOTS, DRONES, DIGITALISATION, AI, DATA, ETC.)



INDEPENDENT OR FARM DIVERSIFICATION SOLUTIONS



AREA DEDICATED TO MIXED FARMING



ZONE DIRECTED TOWARDS FIELD AND OPEN FIELD CROPS



SOLUTIONS FOR SUSTAINABLE DEVELOPMENT, RURAL AREAS



PROMOTING THE SECTOR: INITIAL AND CONTINUOUS TRAINING, RECRUITMENT



INSTITUTIONS, ORGANISATIONS, SERVICES AND PRESS AREA

AgriSIMA has the ambition of welcoming 200 000 visitors, (French and international) and 1200 exhibiting brands.

AgriSIMA 2026 is also :

- **Co-built** with organisations, research, the exhibitors, experts in the agricultural equipment sector and the press
- Several **thematic tours** complemented by inspiring scenographies
- A visitor-friendly package with a welcome coffee between 07:00 and 09:00 and a space for relaxing between 18:00 and 20:00
- 4 **high quality catering** areas with products from the terroir (1 per hall)
- VIP reception for the press, international distributors and foreign delegations
- An eclectic schedule (conferences, presentation of studies, seminars, round tables, European forums and specific events)
- AgriSIMA Awards prize winners...

In a weakened economic context, the organisers would like to be ecoresponsible and are committed to meticulous management with the aim of reducing the global cost of organising the Trade Fair by 30%. They are counting on the pooling of a certain number of purchases and a rental offer per m² of -20% compared with 2022.

**Put 22 to 25 February 2026 in your diary
to visit the AgriSIMA event!**

AgriSIMA 2026 partners as of December 19th, 2024



Discussions will resume after the elections of the agricultural chambers, in collaboration with farmer organizations and research institutes

« The return of an International Trade Fair for Agricultural Machinery in France is highly anticipated by our 22,000 companies, etc. »

Philippe LARGEAU, Chair of FNEDT

(Fédération nationale des entrepreneurs des territoires - National federation of agricultural, forestry and rural companies)

« Together we must work to make the AgriSIMA Trade Fair a success, increase visibility for agricultural equipment technology, French After-Sales Service and highlight our profession, etc. »

Alexandre MORTIER, Chair of SEDIMA

(Syndicat national des entreprises de service et distribution du machinisme agricole, d'espaces verts et des métiers spécialisés - National syndicate for the service and distribution of agricultural machinery, green spaces and trades)