



A FERTILE MARKETPLACE FOR YOUR BRAND



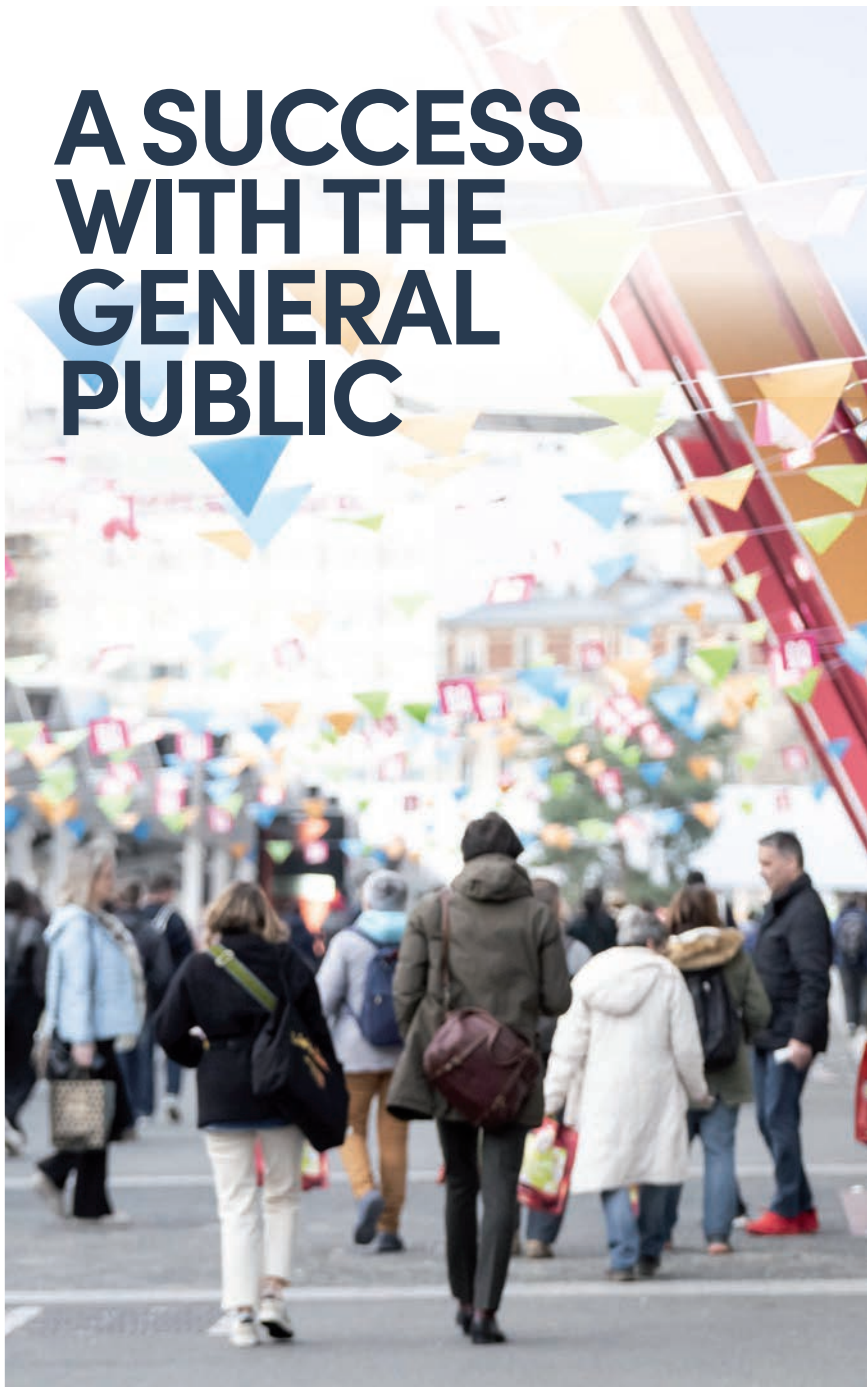
GET READY FOR THE 2025 EDITION

- KEY FIGURES
- AUDIENCE
- COMMUNICATION TOOLS



22 FEBRUARY > 2 MARCH 2025

A SUCCESS WITH THE GENERAL PUBLIC



4 ATTRACTIVENESS HUBS

- ▷ Training, careers guidance, employment, recruitment
- ▷ New technologies and innovative solutions
- ▷ Solutions aimed at professionals in the agriculture and agrifood sectors
- ▷ Bio-based products and new energies




EXTENSIVE MEDIA COVERAGE







- 4,900+** accredited journalists
- 14,900** print, online, radio and TV mentions
- 83** political and official delegations

POWERFUL SOCIAL MEDIA



6+ million people reached on social media*

-  44K +23.5%**
-  14.5K +30.6%**
-  118K +10.8%**
-  29K +4.5%**

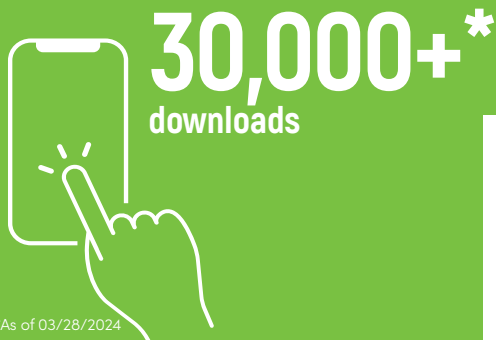
*During the 9 days of the Show from February 24 to March 3, 2024 **Growth from 2023 edition





A WEBAPP

Games, quizzes and content on agriculture
20,000 unique users in 9 days



SCAN ME!



*As of 03/28/2024

AUDIOGUIDED VISITS

19 listening points

dotted around the Show offering a more immersive visit and improved accessibility



A PODCAST CHANNEL



The Paris International Agricultural Show podcast

7,000

 listens
since its launch in 2022

THE CONCOURS GÉNÉRAL AGRICOLE

The great reputation of French gastronomy and excellence of animal genetics:



20,000+ products and wines presented

5,178 medals awarded

1,500 livestock farmers

2,413 animals in competition



4 EXHIBITION SECTORS



Livestock production and its sectors

Presentations of animals, breeders' contest, livestock farming stakeholders and companies: this high-genetic-value sector promotes interaction between the general public and industry professionals.



Products from the regions of France, Overseas and the World

Where every region or country showcases its agricultural know-how and byproducts with the participation of smallholders, restaurants, tasting stands and more.



Crop and plant sectors

From major crop farming through to gardening and fruit farming – this sector will showcase the wide range of food and non-food farm productions.



Agricultural services and professions

Institutional entities, service companies, research organisations, addressing every issue related to the day-to-day lives of farmers: jobs, training, insurance, banking, the environment, new technology and more.



2025 SHOW MAP

Hall 1

- Cattle, goats, pigs, sheep

Hall 2.1

- Crafts and rural heritage of France – Products of France
- Cats and dogs

Hall 2.2

- Crop and plant sectors, gardening and vegetable gardens

Hall 3

- Products and flavours of France

Hall 4

- Agricultural services and professions
- AGRIMÉTIERS
- AGRITECH
- Timber and forests
- Environment and energies
- Sea and freshwater
- The Show's educational farm

Hall 5.1

- World agriculture and its products

Hall 5.2

- Products and flavours of Overseas France
- World agriculture and its products
- World livestock farming

Hall 6

- Horses, donkeys

Hall 7.1

- Products and flavours of France

Hall 7.2

- Concours Général Agricole for Products and Wine

603,652 VISITORS



56%
women



44%
men



43 years old
AVERAGE AGE

VISITORS COME TO...



Enjoy a day out



Discover new products



Make purchases



OVER 7/10 VISITORS
buy from exhibitors

92%

SATISFACTION
RATE!



1,197 EXHIBITORS

15 INTERNATIONAL HALLS



Algeria, Cameroon, China, Côte d'Ivoire, Spain, Italy, Indonesia, Japan, Kazakhstan, Libya, Morocco, Nigeria, Rwanda, Senegal, Switzerland.

WHO ARE THEY?

- | | | | |
|-----|---|----|---|
| 41% | Regional French and producers' halls | 9% | International and producers' halls |
| 18% | Joint trade organisations, selection bodies (breeding) | 8% | Associations, federations, institutions, unions |
| 15% | Cooperatives, brands & retailers (includes banks/insurers/services) | 8% | Trading companies |
| | | 1% | Media |



84%

OF EXHIBITORS
ARE INTERESTED IN
COMING BACK IN 2025!

THE SHOW IS DOING ITS PART. JOIN US!

As a major event and social stakeholder, the Paris International Agricultural Show is conscious of its social, societal and environmental impact. Organisers, exhibitors, visitors, service providers, partners: everyone contributes to the event's success!

Let's adopt the SIA'ttitude together!

I'M A VISITOR AND PLEDGE TO

- Show my ticket directly on my phone at the entrances
- Travel to the Show by public transport, by bike or on foot
- For animals' well-being, keep my distance and not disturb them
- Recycle at the Show: use yellow bins for plastic bottles, cans, trays and cardboard cutlery and the ashtrays around the site if I smoke
- If I consume alcohol on site, drink responsibly
- Treat others, equipment and property with respect
- When speaking with an exhibitor or farmer, be constructive and positive at all times

I'M AN EXHIBITOR AND PLEDGE TO

- Recycle at the Show
- Take an eco-design approach to my stand where possible
- Use reusable and not single-use tableware
- If I provide giveaways, offer items designed to last and produced sustainably
- Observe rules regarding noise pollution out of respect for my neighbours and animals
- Comply with Article R.3353-2 of the French Public Health Code which bans serving alcohol to people visibly under the influence of excess alcohol
- If there is any food left at the end of the Show, donate it to the food banks making collections throughout the event
- When speaking with a visitor, be constructive and positive at all times

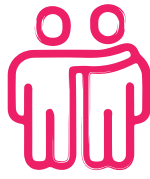
FOLLOWING THE SIA'TTITUDE MEANS SAYING...



YES
TO RESPECTING ANIMALS



YES
TO A SHOW THAT IS MORE ENVIRONMENTALLY-FRIENDLY



YES
TO GETTING ON WELL TOGETHER



YES
TO A COLLECTIVE CONTRIBUTION

More info on the SIA'ttitude and Show actions



COMMUNICATION TOOLS TO PROMOTE YOUR BRAND

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Concours Général Agricole

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**ACHIEVE
YOUR GOALS!**

RETENTION NEW PRODUCTS
CUSTOMER CONTACTS SELL
AWARENESS IMAGE MEET INSTITUTIONAL ATTENDEES
EDUCATE THE GENERAL PUBLIC NETWORKING



INVITE YOUR CONTACTS

INVITATIONS

■ PRINT INVITATIONS OR E-INVITES

Batch of 25 print invitations or e-invites – 1-day access

Note: Unused print invitations or e-invites are non-refundable.

€215 excl. VAT

■ PRINT INVITATIONS FOR PROSPECTS

For widespread distribution
(databases, paid marketing lists, etc.)

Batch of 25 print invitations – 1-day access

Then an additional €8.60 excl. VAT per prospect
who attends the event using the invitation.

Additional charges will be calculated and invoiced after the event.
For instance: if you buy a batch of 25 invitations and 10 prospects attend the event,
you will be charged €86 excl. VAT after the event.

€105 excl. VAT
at point of ordering

STAND OUT

VISITOR TOOLS

PRINT VISITOR MAP

Advertise in a free media with a print run of 300,000 copies and used by 7 out of 10 visitors.

- Your logo and company name highlighted in red in the list of exhibitors

Cut-off date for supplying media: 02/03/2025

€400 excl. VAT

EXCLUSIVE!

- Your advert on the inside back cover

Size: 15x21cm*

€8,900 excl. VAT

EXCLUSIVE!

- Your advert on the back cover

Size: 15x21cm*

Cut-off date for supplying media: 01/24/2025

€13,900 excl. VAT



LANYARD SPONSORSHIP

NEW!

Your logo printed on the 1,500 lanyards produced and distributed to exhibitors and livestock farmers to keep their badge safe

Cut-off date for submitting your logo before printing: 01/06/2025

Contact us

EXCLUSIVE!

SHOW SIGNPOSTING LOGO PACK

Your logo on all exhibition signposting media:

- Location of your stand on the print visitor map
- Location of your stand on the large signposting plan in your hall
- Location of your stand on the online interactive map
- Your brand highlighted in colour in the list of exhibitors

Cut-off date for supplying media: 02/03/2025

€6,200 excl. VAT

INTERACTIVE ONLINE MAP 140,000+ unique visitors!*

Your banner under the Show's interactive map

Your banner in rotation with other advertisers, on the home page and the pages of each hall

Offer limited to 3 advertisers.

Option to take out exclusive advertising on the page of the hall of your choice

Format: 468x60px jpg or png

*During the 9 days of the Show

€1,000 excl. VAT

€1,500 excl. VAT





ADVERTISING AROUND THE SITE

■ LOGO ON AISLE LETTERS

Your logo on the aisle letters of a hall of your choice, exclusively

Contact us

EXCLUSIVE! Your logo on the aisle letters in all halls

Cut-off date for supplying media: 01/10/2025

€19,500 excl. VAT

■ EXTERIOR CENTRAL THOROUGHFARE FLAGS – HALL 4

1 banner – recto

€12,390 excl. VAT

2 banners – recto/verso

€22,100 excl. VAT

■ STICKERS AND WINDOW STICKERS

Stickers and window stickers on hall entrance doors

Partial (stickers) or full (window stickers) covering of hall glass entrance doors

Contact us

Cut-off date for orders: 01/24/2025

■ DIGITAL BILLBOARDS

Your 10-second ad spot broadcast on 14 exterior digital billboards (incl. 12 along the central thoroughfare)

Offer limited to 6 advertisers

3 advertisers minimum

Cut-off date for orders: 01/24/2025

€20,000 excl. VAT

ADVERTISING AROUND THE SITE

EXTERIOR CENTRAL DIGITAL RING

Your advert displayed on the central digital ring

Cut-off date for orders: 01/24/2025

€30,000 excl. VAT



HALL 1 NAVE

200 sq.m banner (20x10m)

300 sq.m banner (20x10m)

400 sq.m banner (20x10m)

Cut-off date for orders: 01/24/2025

Contact us

NEW!

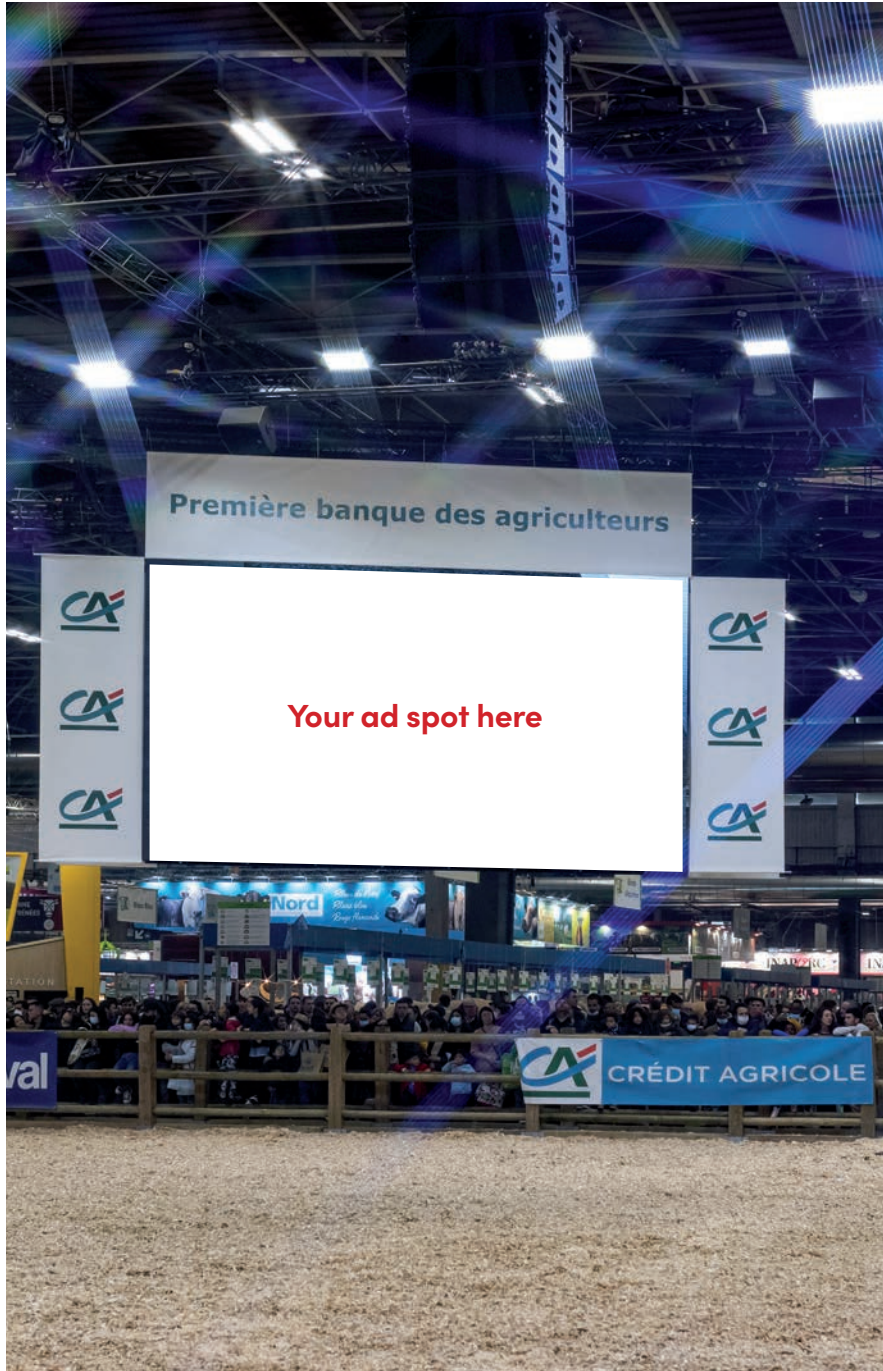
EXTERIOR BANNER ON HALL FACADES

Co-branding of a message on an advertising banner on the facade of a hall

Cut-off date for orders: 01/10/2025

Contact us





ADVERTISING IN THE RINGS OF THE CONCOURS GÉNÉRAL AGRICOLE



Reach a captive audience in the stands + a web audience with **410,800 connections** to the live streaming of the Concours Général Agricole.

■ YOUR 20-SECOND AD SPOT BROADCAST ON A SCREEN AROUND A RING

• Main Ring – Hall 1

Your ad spot broadcast 3 times a day for 9 days of the event, so 27 broadcasts | €3,000 excl. VAT

Your ad spot broadcast 5 times a day for 9 days of the event, so 45 broadcasts | €4,500 excl. VAT

• Presentation Ring, Cattle Ring or Pig Ring – Hall 1 Cat and Dog Ring – Hall 2.1 Horse Ring – Hall 6

Your ad spot broadcast 3 times a day for 9 days of the event, so 27 broadcasts, in 1 ring of your choice | €1,500 excl. VAT

Your ad spot broadcast 5 times a day for 9 days of the event, so 45 broadcasts, in 1 ring of your choice | €2,250 excl. VAT

Cut-off date for orders: 01/24/2025

■ 6 RING PACK

Your 20-second ad spot broadcast simultaneously on the screens around 6 rings (Halls 1, 2.1 and 6) during the 9 days of the Show

Your ad spot broadcast 3 times a day on every screen, so 162 broadcasts | €8,400 excl. VAT

Your ad spot broadcast 5 times a day on every screen, so 270 broadcasts | €12,600 excl. VAT

■ BANNERS – 3 X 1 M

Your banner on the barrier around a ring of your choice | €2,000 excl. VAT

Your banner above the stands in the Main Ring – Hall 1 | €2,100 excl. VAT

Banner supplied by you and delivered to the exhibition site no later than: 02/20/2025

PROMOTE YOUR PRESENCE ONLINE

ONLINE COMMUNICATION TOOLS

■ BANNERS IN GENERAL PUBLIC NEWSLETTERS

Your clickable banner at the bottom of a newsletter sent out to the full opt-in list of French non-trade visitors (141,512 contacts)

- 1 newsletter sent between November and December 2024

Available stock: 3

1 advertiser per newsletter

Cut-off date for supplying media: 11/12/2024

Banner to supply in JPG or PNG format + link

€780 excl. VAT

- 1 newsletter sent between January and February 2025 (outside Show dates)

Available stock: 3

1 advertiser per newsletter

Format: 580x122px

Cut-off date for supplying media: 01/17/2025

Banner to supply in JPG or PNG format + link

€1,060 excl. VAT



ONLINE CATALOGUE AND EVENTS CALENDAR

Two free, easy and fast-acting media to raise your profile among 200,000 site visitors*!

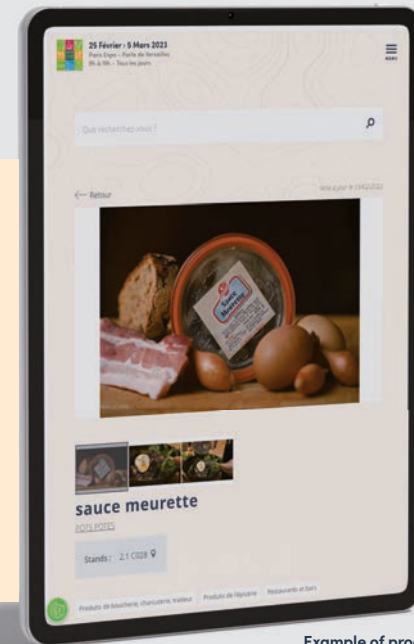
- **Online catalogue:**

advertise your brand and/or products – add your logo, photos, text and press releases.

- **Events calendar:**

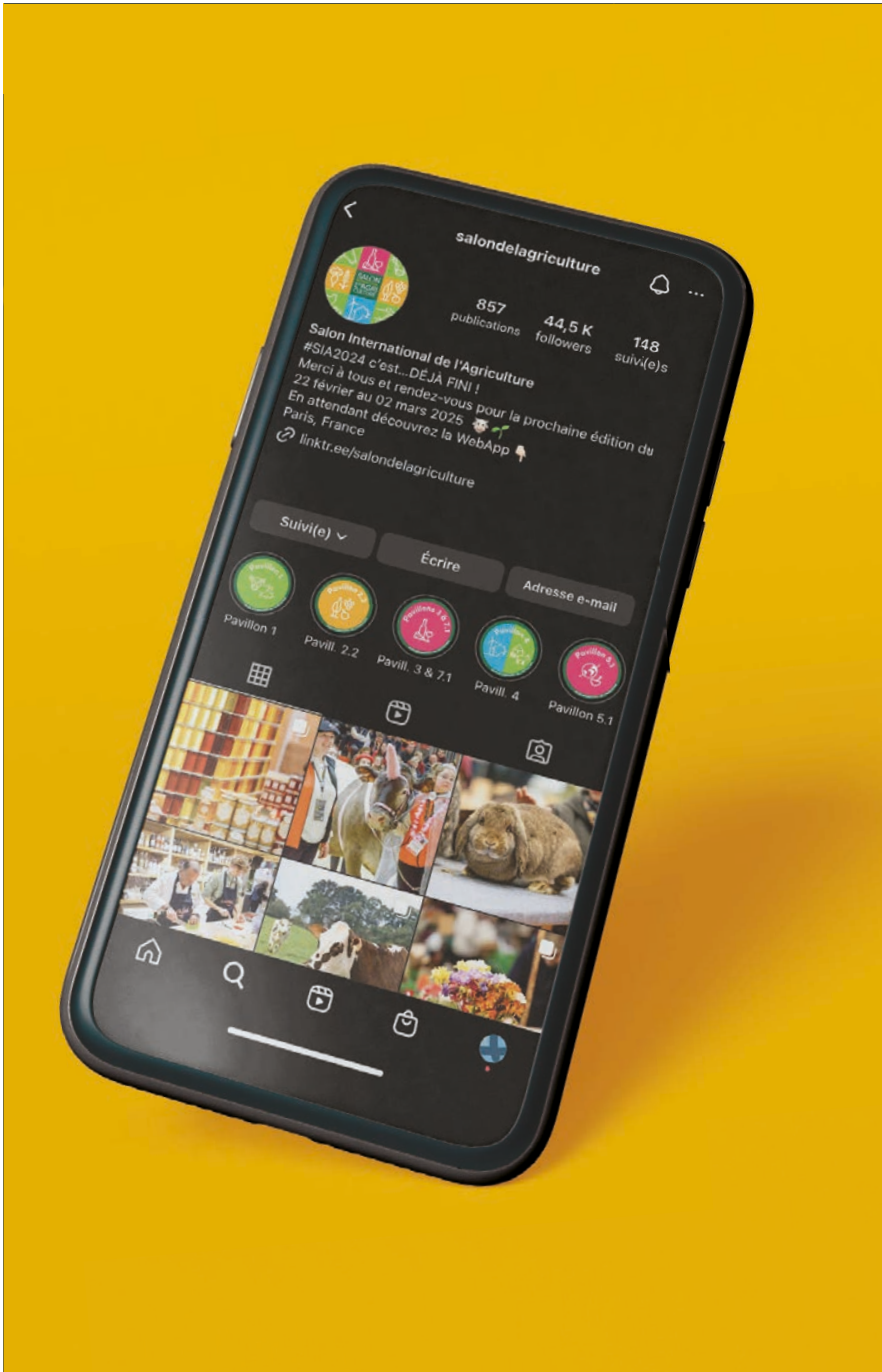
promote the dates and times of your demonstrations, workshops, competitions, conferences and more to attract visitors to your stand!

The information must be added to the tools by you after you have registered, directly in your exhibitor area.



Example of product page in the online catalogue.

*Number of catalogue and events calendar views during the 2024 Show



ONLINE COMMUNICATION TOOLS

Tap into the Show's exceptional audience on social media!



■ INSTAGRAM (44,000 FOLLOWERS)

- **Story: pack of 3 appearances in the Show's story, posted 1 day of your choice between February 22 and March 2, 2025**

Note: Content of the story produced on site by the Show's digital team.

Offer limited to 10 advertisers

Posting date to be agreed with the Show's digital team by 02/07/2025

€1,200 excl. VAT

- **Feed: 1 post published in the Show's feed between February 22 and March 2, 2025**

Note: Photo in the post to be taken by the Show photographer at your stand, content written by the Show community manager based on information supplied by you.

Offer limited to 5 advertisers.

Posting date to be agreed with the Show's digital team by 02/07/2025

€1,500 excl. VAT



■ LINKEDIN (14,500 FOLLOWERS)

- **1 post published in the Show's feed before or after the event (limited to 1 post per exhibitor)**

Cut-off date for supplying media (image + text): 15 working days before publication

€900 excl. VAT

- **1 post published in the Show's feed during the event between February 22 and March 2, 2025 (limited to 1 post per exhibitor)**

Posting date to be agreed with the Show's digital team

Image size: 1200x630px

Cut-off date for supplying media (image + text): 02/22/2025

€1,200 excl. VAT

*The Show's digital team reserves the right to edit any content supplied by the advertiser as it deems necessary, in line with the message to be posted and the target audience on social media. The advertiser will be informed of any changes made prior to publication.

SALON-AGRICULTURE.COM WEBSITE

- Your clickable banner:

- On the 'Getting to the Show' page (160,920 hits*)
- On the 'Online Ticketing' page (857,825 hits*)
- On the home page (910,424 hits*)

€1,000 excl. VAT

€2,500 excl. VAT

€3,000 excl. VAT

Your banner in rotation with other advertisers on the page

Offer limited to 3 advertisers per page

Format: 728 x 90px

Posted within 7 working days from receipt of media and until March 31, 2025

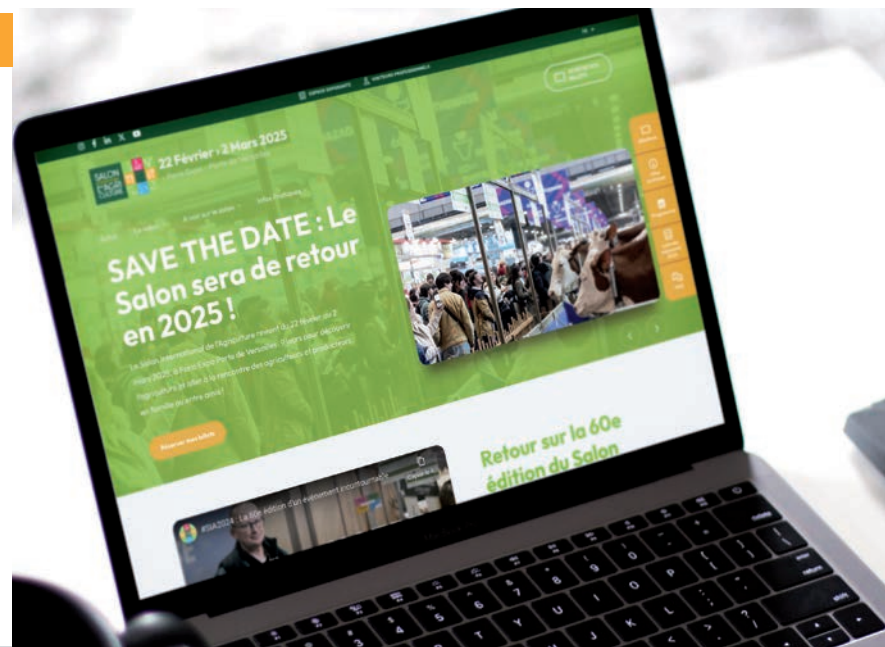
Cut-off date for supplying media: 01/17/2025

Banner to supply as JPG or PNG or GIF + link

*Reference period: from 03/01/2023 to 03/11/2024

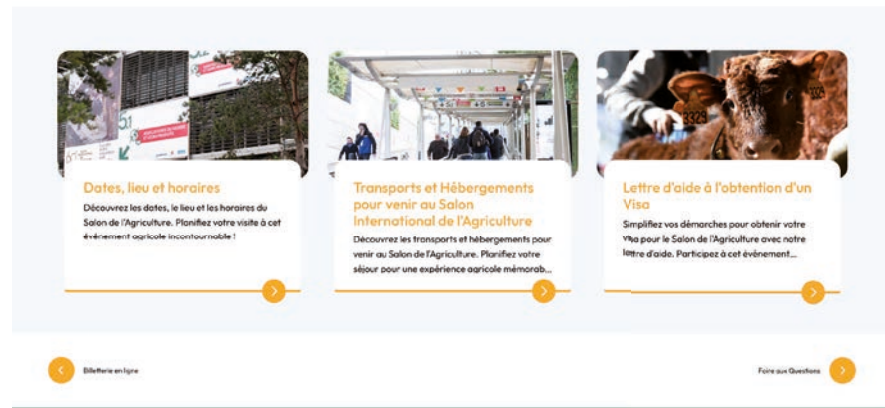
- Your brand/company highlighted in colour in the list of exhibitors

€100 excl. VAT



Salon International de l'Agriculture | Info Pratiques | Aller au salon


Découvrez comment vous rendre au Salon International de l'Agriculture : accès, horaires... Planifiez votre visite pour ne rien manquer !



Actualités du Salon International de l'Agriculture : Dernières Nouvelles et Événements


Salon International de l'Agriculture | Actus

Thèmes | Type




13/04/2024
SIA'PRO prend son envol et déménage au parc des expositions de Paris Le Bourget en 2025

Le SIA'PRO évolue en 2025 et devient le Salon International des Équipements et Solutions Agricoles. Ne manquez pas cet événement incontournable pour découvrir les dernières innovations du secteur.





24/04/2024
La médaille du Salon International de l'Agriculture : les primés 2024

La médaille du Salon International de l'Agriculture 2024 récompense des femmes et des hommes pour leur implication sur le Salon et pour l'agriculture en général. Découvrez les primés et leurs contributions exceptionnelles...



03/03/2024
La conférence TEDxChampsElysées 2024 sur les transitions agricoles est en ligne !

Le 25 février dernier, la conférence événement TEDxChampsElysées « Un monde en mouvement » inaugurerait la première édition de SIA'PRO. Pendant deux heures, cinq intervenants de haut-niveau ont pris la parole sur les transitions que...

ONLINE COMMUNICATION TOOLS

WEB ARTICLE

NEW!

- Your article published in the News section (outside Show dates)

€480 excl. VAT

Available stock: 5

Cut-off date for supplying media: 7 working days before publication

NEW!

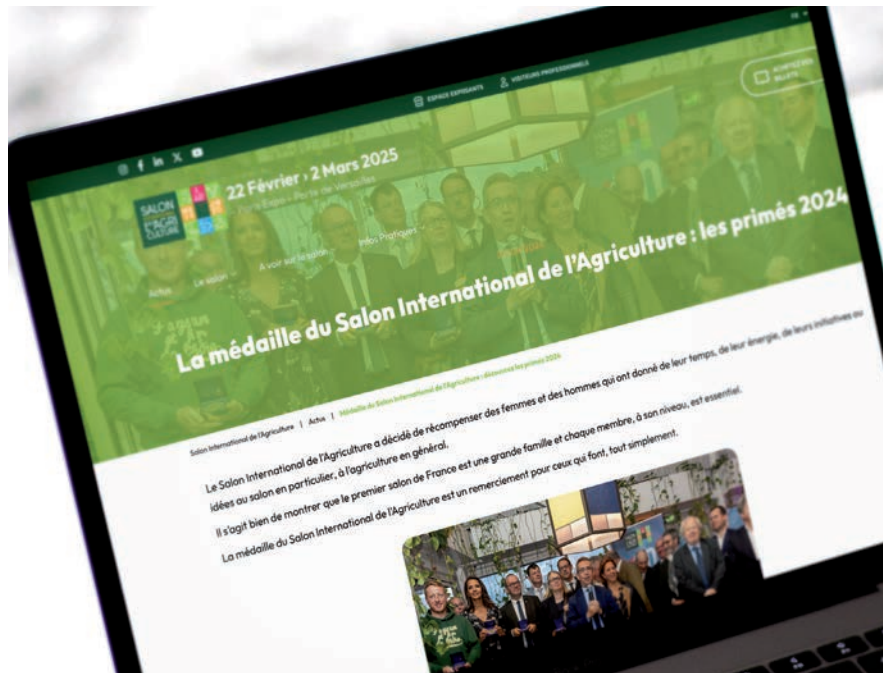
- Your article promoting your participation in the show, published in the News section between January and February 2025

€960 excl. VAT

Available stock: 3

Cut-off date for supplying media: 7 working days before publication

Text and image supplied by you and approved by the Show's digital team



BOOST YOUR IMAGE

VISITOR SERVICES

Make your brand synonymous with a comfortable and hassle-free visit

AGRI'DÉTENTE AREAS



4 AGRI'DÉTENTE areas are open to visitors for a brief rest and play:

• Sponsor an area

- Space for your event at 1 AGRI'DÉTENTE AREA
- Your logo on the hanging banner over the area
Logo in HD PNG format to be supplied by 01/08/2025.
- Your brand mentioned in the 'Not to miss' section of the print visitor map* and in the website article about the AGRI'DÉTENTE areas
- Your logo associated with AGRI'DÉTENTE on the interactive map and the hall signposting plan

Offer limited to 4 advertisers.
Cut-off date for orders: 12/02/2024
*Finalised by 01/31/2025

EXCLUSIVE!

NEW!

• Sponsor the phone charging stations available to visitors in the four AGRI'DÉTENTE areas.

Decoration in your brand colours

Cut-off date for orders: 01/06/2025

NEW!

• Your audio content available via a QR code displayed in each AGRI'DÉTENTE area.

Signpost visitors to your stand and reach a captive audience!

Duration: 3 min. maximum
Cut-off date for supplying your media: 01/16/2025
Offer limited to 10 advertisers per AGRI'DÉTENTE area

Contact us





VISITOR SERVICES

OPERATION 'ZERO LOST CHILDREN'

EXCLUSIVE!

- Your logo printed on the 100,000 wristbands handed out to parents at the entrances and information points at the Show, to indicate their child's name and their telephone number
- Your logo on the panels publicising the operation, located at each Show entrance
- Your logo in the 'Practical information' section on the print visitor map
- Your logo on the dedicated article on our website (Practical information section > 'Access and accommodation' > Agri'Malin giveaways info

€15,000 excl. VAT

Cut-off date for orders: 12/02/2024

NEW!

AUDIOGUIDES

In 2024, the show launched its first audioguided tour: 20 listening points dotted around the show on 4 themes: Complete Visit, Visit around the Animals, 'Visit around the 60th edition, Family Games. A more immersive visit and improved accessibility!

Episodes available by scanning the QR code displayed on the audioguide banners.

- Sponsor the audioguide banners: your logo printed on the structure

Contact us

Cut-off date for orders: 01/16/2025

SPECIAL OPERATIONS

SPECIAL EVENTS, SAMPLE DISTRIBUTION, ETC.

■ SPONSOR AGRİ'EXPO



AGRI'EXPO is an interactive learning experience that informs the general public about the virtues of agriculture, above and beyond its role as a food supply.

- Your logo in the area, your brand/company mentioned on the related communication media (social media, website, print visitor map, etc.), exclusive welcome at the show, public address at the opening ceremony and more.

Contact us



■ YOUR SPECIAL EVENT IN THE EXTERNAL CENTRAL THOROUGHFARE

- Exhibition, escape game or other

Bespoke
Contact us



■ GIVEAWAYS/SAMPLE DISTRIBUTION RIGHTS

Hand out your flyers or giveaways at a hall entrance

- 1 day of sample distribution at the entrance to a hall of your choice
- 9 days of sample distribution at the entrance to a hall of your choice

€1,200 excl. VAT
€9,000 excl. VAT

NEW!



THE GAZETTE

Advertise in the Show Gazette!

Daily newspaper distributed at exhibitor stands (1,200+ copies in 2024), the International Business Club and the Press Office. Digital version distributed to over 1,200 registered exhibitors.

1,500
copies

- **Sponsor the Gazette**
1 exclusive advertiser
or 2 advertisers maximum
- **Advertising banner**
 - 1 day
 - 9 days

Contact us

Cut-off date for supplying media: 02/10/2025





HOSPITALITY

THE SHOW FOR YOU AND YOUR KEY TARGETS

Make your brand synonymous with a comfortable and hassle-free visit

■ PRIVATE HIRE OF A MEETING ROOM IN HALL 1

- AV-equipped meeting room

Capacity for 50 people seated, inside Hall 1, next to the International Business Club/VIP Club

2-hour slot

Subject to availability.

€2,000 excl. VAT

■ INTERNATIONAL BUSINESS CLUB/VIP CLUB HALL 1

- Private hire of the terrace running the length of the presentation ring

2-hour slot

€2,000 excl. VAT

- Reserve your own area inside the Club

Entertain up to 20 guests in your own private space. Includes coffee, tea and pastries for 20 people

2-hour slot

€600 excl. VAT



THE SHOW FOR YOU AND YOUR KEY TARGETS

■ EARLY MORNING AND LATE NIGHT EVENTS AT YOUR STAND

In our efforts to improve security at the show, any event you plan to hold at your stand (breakfast, business meeting, networking, drinks reception, etc.) either before the official opening at 9 am or after the official closing time of 7 pm must be declared to the organiser and is subject to approval and an additional fee.

If accepted, the Show will provide a designated entrance, a specific welcome and security process and handle the opening/closing of the hall in question.

• 1 early morning

The number of morning events per hall is limited.

From 8 am

See the access conditions in the 2025 Participation Guide

€1,900 excl. VAT

• 1 late night

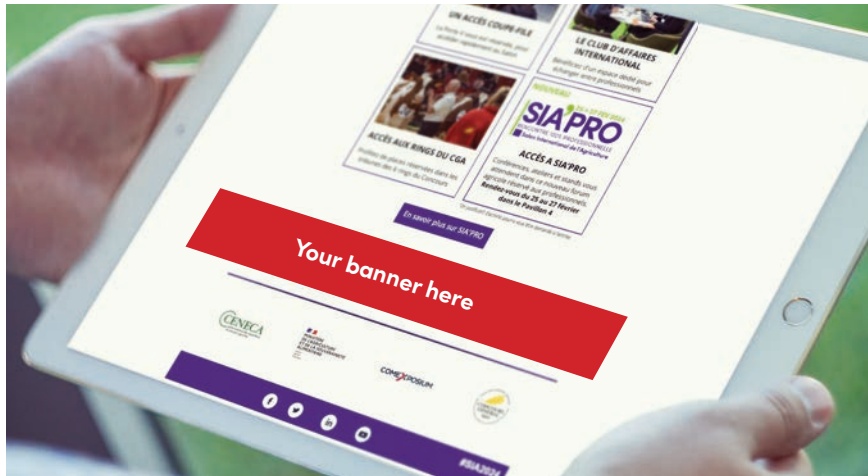
Organise a late night event at your stand up to 10 pm

The number of evening events per hall is limited.

See the access conditions in the 2025 Participation Guide

€2,900 excl. VAT





TRADE VISITORS

PROFESSIONAL TOOLS

THE TABLE DES ELEVEURS IN YOUR BRAND COLOURS

Private restaurant reserved for the 1,440 livestock farmers attending the event

Sponsor the Table des Eleveurs:

- Your logo on the wall panels (panels produced by the Show; send in your logo in .eps or .ai format by 01/24/2025)
- Place mats in your brand colours (excl. technical and production costs)

€9,000 excl. VAT

Your message to livestock farmers printed on every place mat
Excl. technical and production costs

€5,000 excl. VAT

Your early morning event at the Table des Eleveurs

Contact us

PRO BANNERS

Pack with your clickable banner:

- At the bottom of a newsletter sent out to the FR opt-in database (32,459 subscribers)
- At the bottom of the email confirmation letter sent to each trade visitor after registering at the ticketing office (14,534 registrants in 2024)

Contact us

Your banner:

- On the trade visitors' e-ticket

Contact us
by 09/30//2024

Format: 580x122px and 728x90px

Choice of JPG or PNG, under 40KB. Animated GIFs not permitted.

Cut-off date for supplying media: 7 working days before newsletter sent out

TRADE VISITOR GUIDE

A document produced in 3,500 copies aimed at all trade visitors (points along the trade visitor journey, ring event and conference schedule, etc.)

- Your advert on the inside front cover.
- Your advert on the back cover.

€2,500 excl. VAT

€5,000 excl. VAT

Format: HD PDF 17.5 x 26.20cm + 5 mm bleed

Cut-off date for supplying media: 01/24/2025

EXCLUSIVE!

THE TRADE VISITOR JOURNEY AT THE PARIS INTERNATIONAL AGRICULTURAL SHOW

The trade visitor journey at the Paris International Agricultural Show just gets better every year. It highlights the participation of exhibitors whose main reason for coming is to do trade all around the event, and more specifically in Halls 1 and 4. Today it is made up of five key points:

■ AGRI'METIERS

Conferences and other activities over this 500-sq.m area for anyone looking for more precise information and tailored guidance along their trade visit.

■ AGRI'TECH

In 2024, 40 exhibitors showcased their solutions to support the transformation of the entire French agricultural sector's value chain over this area covering 600 sq.m.

■ 100% TRADE NETWORKING

A purely B2B focus with conferences, corporate events, networking opportunities and trade events.

■ THE PROFESSIONALS' VILLAGE

The Professionals' Village in Hall 1 will host a number of solutions for trade visitors, including demonstrations of agricultural machinery and equipment, services, genetics and more. Created in 2017, the Village has proved extremely successful.

■ THE CONCOURS GÉNÉRAL AGRICOLE

Introduced in 1870, the Concours Général Agricole is held each year to single out and reward excellence in animal genetics and French regional produce. It encourages livestock farmers and producers, supports their economic growth, contributes to the training of future industry professionals and offers consumers touchstones to guide them in their choices. Six rings are spread over the show to host the animal competitions, while over in Hall 7.2 the product and wine tastings are held, behind closed doors, with over 7,000 judges.



YOUR CONTACTS

Our sales team is on hand to help

■ SALES DIRECTOR

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