



SITEVI

The international exhibition
for the vine, wine, fruit
and olive growing sectors

28>30 NOVEMBER 2023

PARC DES EXPOSITIONS
MONTPELLIER • FRANCE

COMEXPOSIUM

AEMA



SITEVI

The international exhibition for the **vine, wine, fruit and olive growing sectors**



Founded in 1977, SITEVI is a two-yearly tradeshow dedicated to **equipment for winegrowing and winemaking**

A unique international gathering and the **world leader**.

The **benchmark show** for the vine-wine, fruit and olive growing sectors

In terms of brand awareness, SITEVI is the leading tradeshow: the **best-known and the most-visited!** *

The attendance of the entire ecosystem in a space conducive to **sharing, insight and business development**.

All activities represented, from tilling to harvesting, processing and bottling / packing.

* Findings of AdQuation survey on vine-wine exhibitions - September 2020

SITEVI

An exhaustive offering, covering every step in the production chain

Sectors of activity

Equipment & Solutions for:

- . Winegrowing
- . Vinification, oenology and processing
- . Olive growing and fruit growing

Bottling and packaging

Fertilisers, inputs

Services

New Technology / Robotics

Renewable energy

1000

exhibitors
including

240

new exhibitors

Nearly

3/4

of French exhibitors have an export business, most often to Europe (96%)



24%

non-French
exhibitors

18

countries



A TARGETED VISITOR AUDIENCE

90%

exhibitor satisfaction
with quality of visitors

80%

of exhibitors planning
to exhibit again at
SITEVI in 2023



2023 EXHIBITORS

Multiple key accounts loyal to SITEVI



- › Ero
- › New Holland Agriculture ...



- › Actisol
- › Boisselet
- › Ferrand
- › Infaco
- › Provitis ...



- › Bucher Vaslin
- › Della Toffola France
- › Pera-pellenc
- › Amos Industrie ...



- › Netafim,
- › Naandanjain
- › BRL ...



- › Fendt
- › Massey Ferguson
- › Argo Fr Landini McCormick
- › Valpadana
- › Case LH
- › Claas
- › Kubota Europe Sas
- › Valtra



- › Berthoud
- › Bliss Ecospray
- › Calvet
- › Groupe Exel
- › Tecnomia ...



- › Calibrex
- › Maf Roda
- › Sormaf
- › Gamma Wopla
- › Dalival ...



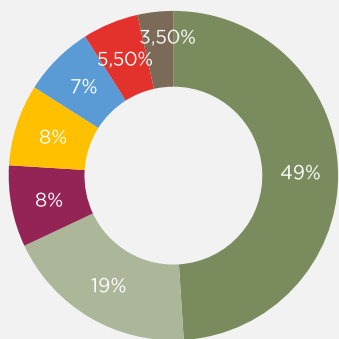
- › Gai
- › Diam Bouchage
- › Albagnac
- › Verallia ...



- › Herbanet
- › Kuhn
- › Naio Technologies
- › Quivogne
- › Terral
- › Vitibot...

A qualified visitor audience including 50% winegrowers and winemakers

QUALIFIED VISITORS



- Winegrower / winemaker
- Equipment manufacturer / dealer
- Trade association / training / services
- Wine trader, winery manager
- Fruit / vegetable farmer
- Olive farmer
- Other

51,000

visitor entries

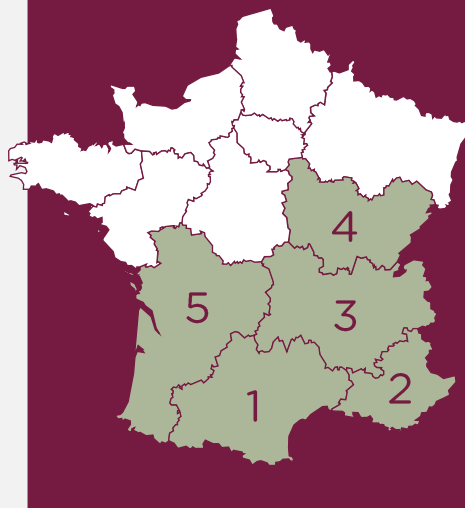
61

countries



Geographical breakdown
TOP 5 VISITING COUNTRIES

- | | | |
|---|--|---|
| 1  France | 2  Spain | 3  Italy |
| 4  Switzerland | 5  Portugal | |



TOP 5 FRENCH REGIONS IN ATTENDANCE



66%

of visitors come to SITEVI to discover new products / innovation

75%

visitor satisfaction rate

81%

expect to come back

Source: ADquation survey for SITEVI February 2022

Highlights at SITEVI



SITEVI INNOVATION AWARDS

An internationally recognised competition

rewarding the most innovative equipment, products, technology and services presented by the show's exhibitors.

Key dates:

13 FEBRUARY 2023

Entry platform
opens

26 JUNE 2023

Deadline for registrations

30 JUNE 2023

Deadline for
submissions

28 SEPTEMBER 2023

Press conference –
nominees announced

28 NOVEMBER 2023

Announcement of
winners and award
presentation at a social
event



106 registered
products

76 companies

A ceremony
with

300+
guests

37
nominees

16
Winners
in 2021



CHAIRMAN OF THE JURY CHRISTOPHE RIOU

Chief Executive of
Institut Français de
la Vigne
et du Vin (IFV)



3 TECHNOLOGY ADVISERS

Jean-Michel Desseigne

Engineer, head of winegrowing equipment and processes sector, IFV

Gilbert Grenier

Retired lecturer in automation and machine engineering at Bordeaux Sciences Agro, expert in precision farming.

Author of “*Agriculture de précision, les nouvelles technologies au service d’une agriculture écologiquement intensive*”

Guillaume Paire

Wine estate manager



A PANEL OF INTERNATIONAL EXPERTS

o Yann Bintein

Research, innovation and expertise department - Deputy head of fruit programmes, CTIFL

o Paul Cammal

Independent consultant, Fruit & vegetable specialist

o Eugenio Cavallo

Research fellow at the Istituto per le Macchine Agricole e Movimento Terra (IMAMOTER - CNR), Italy

o Pierre Compère

AgriTech expert consultant at Explicite

NEW MEMBER



o Laurent David

President of La Wine Tech

NEW MEMBER



o Laurent de Buyer

Chief Executive of AXEMA

NEW MEMBER



o Pierre-Henri Dubuis

Phytopathologist - Federal Department of the economy, training and research (DEFR), Switzerland

o Emilie and Benjamin

Winegrowers and YouTubers with their channel *La VitiBio d’Emilie et Benjamin*

NEW MEMBER



o Emmanuelle Fourteau

Director of Oenologues de France

o Nassim Hamiti

Agri-machinery officer at FNCUMA

NEW MEMBER



o Florentino Juste

Retired lecturer and researcher- Dto Ingenieria Rural y Alimentaria, Valencia Polytechnic University, Spain

o Guillaume Le Gonidec

Farming and Environmental Work Officer at FNEDT

NEW MEMBER



o Valérie Lempereur

Director of Promotion at IFV

o Doria Maïz

Editor-in-Chief of Emballage Digest

o Jean-Luc Peres

Business manager, OTC Pulvés and PCMA

o David Rullier

Head of Viti commission at SEDIMA Groupe Rullier®

NEW MEMBER

o James Taylor

Senior research fellow in precision farming at Institut national de Recherche en Sciences et Technologies pour l’Environnement et l’Agriculture (Irstea), Australia

o Balkis Vicaire

Director of de Vinseo

Talks and workshops

50

talks and workshops

2000+

participants

allowing visitors to discover, discuss and share their experience around all the new industry issues, market trends and the latest innovative solutions.



Climate change adaptation and mitigation

Resistant varieties

Organic viticulture

Agroecology

Equipment and new technology

Sustainable management of vineyard soils

Enology

Unprecedented features

Discover some of the topics that will be covered during the 2023 masterclasses:

How to recognise defects in wine?

Climate change: diversifying your grape varieties with drought-tolerant foreign varieties

De-alcoholised NO/LOW wines: where and how?

Introduction to tasting French olive oils, discovering the three families of tastes

Olive oil: mature olives / mature olives, what's the difference?

[>> The programme in detail](#)

+20

wine and olive oil
tasting masterclasses
led by winemakers
and professionals

800+

participants

In association
with:



Unprecedented features

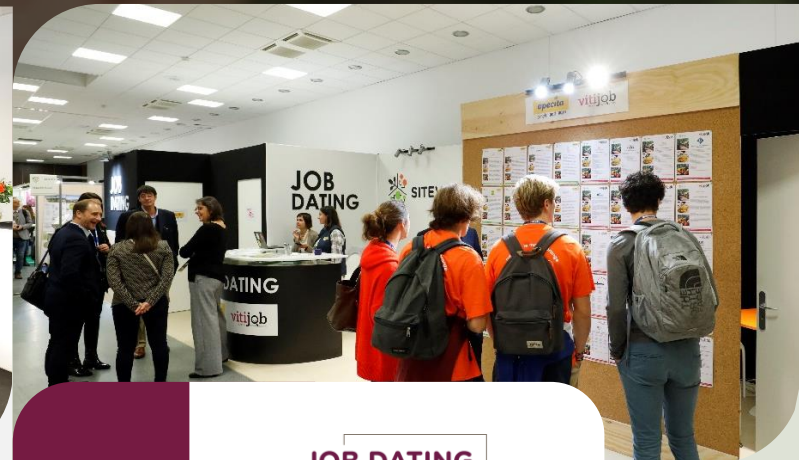


BUSINESS MEETINGS
SITEVI 2023

A service offering pre-arranged business meetings between exhibitors and visitors with projects

500+

appointments held in 2021



JOB DATING
SITEVI 2023

In association
with



Job dating sessions
and job board to
share vacant
positions

200+

candidates in 2021

Unprecedented features

In Hall B6, discover a convivial and discussion-conducive space dedicated to new technology.

New technology will be given centre stage at this show and represented in all the exhibition's halls.

They exhibit :



NEW TECHNOLOGIES
SITEVI 2023



LAB TECH
SITEVI 2023

In association with:



Unprecedented features



Business Angels evening

**Wednesday 29 November
from 5pm to 9pm**

Pitch your new technology solutions to investors from the region, and try to win over new business partners!

The pitches will be followed by a stand-up dinner reception to prolong exchanges in an convivial atmosphere and build synergies between manufacturers and companies working in new technology.

Guests

French and international specialist media

Investors

Top buyers

Manufacturer exhibitors



5pm - 9pm



Conference Centre
at SITEVI - Forum Hall B5



Media partners



Institutional partners



INTERNATIONAL PROMOTION

IN 12 COUNTRIES:

ALGERIA - GERMANY - SPAIN -
HUNGARY - ITALY - MOROCCO -
POLAND - PORTUGAL - ROMANIA -
SWITZERLAND - TUNISIA - UNITED
KINGDOM

TOP BUYERS PROGRAM

Target: 20 top buyers from 6
countries

AUSTRALIA/NEW ZEALAND - ARGENTINA
- CHILE - POLAND - CZECH REPUBLIC -
SLOVAKIA

* With Business France

MEDIA PLAN

FROM JUNE

22 MEDIA PARTNERS

**NEARLY 800,000 CONTACTS
IN CUMULATIVE AUDIENCE**

- **13 JOURNALISTS INVITED**
- **15 PRESS ANNOUNCEMENTS**
- **15 DEDICATED SITEVI
ENEWS TO OVER 280,000
CONTACTS**
- **NEARLY 50 WEBSITE
BANNERS OR ENEWS**
- **1 SERIES OF PODCASTS
WITH A GERMAN
INFLUENCER**



Database of nearly

20 000

Directs
contacts

Telemarketing
Press relations
Media planning

5

newsletters

12

Promotion
countries

78%

of leads



International partners

abolsamia


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le novità per l'agricoltura


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Der
Badische
Winzer

der deutsche weinbau
ddw

COMERCIO
AGRARIO

Enovicultura

Gazeta
AGRICULTURA

Eneo
Interempresas media

Ferma

horticultura
Interempresas media

i Grandi
Vini

La Semana Vitivinícola
SEVI
REVISTA TÉCNICA DEL SECTOR DESDE 1945

L'INFORMATORE
AGRARIO
DAL 1945
LIBERO, COMPETENTE, INNOVATIVO

MATEK
Construiește inteligent

OBST+
WEIN

Rebe & Wein


tecnovino


vigne, vini & qualità

Sector map



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THE INTERNATIONAL EXHIBITION FOR THE VINE, WINE, FRUIT AND OLIVE GROWING SECTORS

Arrival
Departure

Airport shuttles /
Zénith car park

- 1 SITEVI INNOVATION AWARDS
- 2 TALKS & WORKSHOPS
- 3 IFV RESEARCH & INNOVATION HUB
- 4 TASTING MASTERCLASSES
- 5 JOB DATING
- 6 PRESS LOUNGE
- 7 VIP & INTERNATIONAL LOUNGE
- 8 BUSINESS MEETINGS WELCOME DESKS
- 9 LAB TECH



- Oenology: A1-A2-A3
- Wine-making: A1-A2-A3
- Packaging: A2-A3
- Crop protection products, fertilizer: A5-A6-B6
- Vine nurseries: A5-A6-B6
- Services: Entrance A-A5-A6-B5
- New technologies: B6
- Irrigation: B6
- Specific equipment for fruit, vegetable and olive growing: A4-B5-B6
- Grape harvesting machines: B2
- Tractors: B2-B3
- Tilling: A4-B3-B4-B5
- Crop protection: B1-B2-B5
- Grafting and tying: A4-B4-B5-B6
- Handling: B3-B4
- Green areas, forestry: A4-B3-B4-B5

Thank you

#SITEVIttogether

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WWW.SITEVI.COM

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