

SITEVI 2025: THE ESSENTIAL GATHERING TO SUPPORT THE WINE, FRUIT AND OLIVE GROWING SECTORS IN ADAPTING TO A CHANGING WORLD

Amid today's substantial economic, climate and societal transformations, specialist agricultural supply chains continue to mobilise and innovate. A survey conducted in June 2025 by the tradeshow among its active winegrowing visitors confirms a strong collective dynamic around investment, diversification and adaptation. These findings reinforce the key role of SITEVI, confirming its status as an accelerator of solutions and a space for foresight for the different sectors it covers. With an ever more comprehensive and innovative offering on show, the 2025 edition is shaping up to be the must-attend event entirely dedicated to professionals, their expectations and to showcasing their commitment.

INNOVATION AT THE HEART OF SITEVI 2025: ANTICIPATE, TRANSFORM, ADVANCE

With agricultural industries transforming at pace and in depth, innovation stands out as the essential lever for adaptation and competitiveness. In the poll, 72% of professionals surveyed said that they had an investment project underway, including more than half of who aimed to compete it within the next two years. These projects primarily concern cultivation equipment, tractors, spraying and fertilising, illustrating a desire to modernise production assets and improve efficiency. SITEVI 2025 will therefore showcase innovation as a priority by highlighting the concrete solutions already transforming methods in the field.

Among the highlights of the show, the **SITEVI Innovation Awards**, an industry benchmark competition with global reach, distinguish the most outstanding technological breakthroughs. From connected devices to automation and from sustainable cropping to new generation equipment, the awards pay tribute to high impact innovations designed specifically to address the technical, economic and environmental challenges of farming professionals. Visitors will have an exclusive chance to discover these new products both on the winners' stands and on dedicated spaces.

In addition, the **Lab Tech**, the innovation nerve centre at SITEVI, will offer an overview of the latest forward-looking technologies and solutions. This area will shine a light on exemplary initiatives developed by start-ups and innovative businesses. The Lab Tech will be a genuine hotspot for inspiration to build a more resilient, successful and sustainable winegrowing sector.

SITEVI 2025: CONTINUED SUPPORT FROM LEADING NAMES IN WINE, FRUIT AND OLIVE GROWING

With the confirmed presence of many key accounts covering all the represented sectors – winegrowing, fruit growing and olive growing – this new edition of SITEVI is once again promising to be a must-attend event. This wide variety of major market players illustrates the solidity of the event, and the continued trust placed in it by industry leaders including:

- **Grape harvesting machines** - ERO, NEW HOLLAND AGRICULTURE, PELLENC, BODARD;
- **Winegrowing equipment** - ACTISOL, SOFIBO, INFACO, EUROVITI;
- **Winemaking** - BUCHER VASLIN, OMNIA TECHNOLOGIES, PERA-PELLENC, AMOS INDUSTRIE;
- **Irrigation** - BRL;
- **Traction equipment**: FENDT, MASSEY FERGUSON, ARGO FR LANDINI MCCORMICK, CASE IH, CLAAS, KUBOTA EUROPE SAS, SDF;
- **Spraying, crop protection, fertilisation** – BERTHOUD, BLISS ECOSPRAY, CALVET, TECNOMA;
- **Specific fruit & vegetable growing equipment** - CALIBREX, MAF RODA, SORMAF, GAMMA WOPLA, DALIVAL;
- **Packaging and bottling** - GAI, DIAM BOUCHAGE, ALBAGNAC, VERALLIA;
- **Tillage** - KUHN, NAO TECHNOLOGIES, TERRAL, VITIBOT

A COMPREHENSIVE PROGRAMME OF CONTENT TO SUPPORT TRANSITION IN SPECIALIST FARMING SECTORS

In the face of economic, climate and societal challenges, diversification stands out as a strategic lever to secure farming business models. Today, one in two farms has taken this route, in particular exploring fruit growing, olive growing, beekeeping, rural tourism and low-alcohol products. In this context, permanent crops such as fruit and olive growing are attracting growing interest both as a response to pedoclimatic constraints and as new revenue streams.

With its multi-sectorial approach, SITEVI 2025 will accompany this trend by offering a broad and enhanced range dedicated to diversification; specialist exhibitors, practical solutions, experience sharing and theme trails specifically dealing with multiple activities. Professionals will find the tools they need to launch, structure or build upon their projects, with a specific focus on the areas of modernisation, irrigation, harvesting and processing.

To provide its audience with optimal support, the 2025 SITEVI will also lay on a programme of more than **50 talks and panel discussions**, designed to offer answers to the technical, economic, climate and societal challenges faced by professionals in the winemaking and wine, fruit and olive growing sectors. Organised by IFV (Institut Français de la Vigne et du Vin) and the show's partners, these meetings will bring together top-level experts to decipher the major transformations in the sector, share the latest breakthroughs and offer practical and concrete solutions to the problems encountered on the ground. Among the headline themes: climate change, vineyard sustainability, organic winegrowing, oenology, digital tech and precision farming.

Another highlight of the show: the **tasting masterclasses** will offer visitors an in-depth experience, highlighting the treasures to be found in French wine and olive growing regions. More than 20 sessions are scheduled dealing with grape varieties, assemblages and exceptional olive oils, all orchestrated in partnership with IFV, France Olive, CTIFL and Union des Œnologues de France.

Olive Day on Tuesday 25 November, which will include a dedicated visitor trail, targeted talks and specific masterclasses, will reinforce the high added value of the content on offer, underscoring the growing strategic importance of olive growing at the show.

The 2025 edition of SITEVI promises to be more strategically important than ever for the winemaking and wine, fruit and olive growing sectors. In tune with the needs expressed on the ground, the show highlights practical solutions to improve economic performance, adapt to new consumer demands and cope with climate constraints. Its ability to attract all market stakeholders, showcase technological innovation and stimulate experience sharing make it a unique venue in which to collectively imagine and build the agriculture of the future.

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, Comexposium enables its communities, through its events (SIAL, All4Pack Emballage Paris, Paris Retail Week, One to One Monaco & Biarritz, Foire de Paris, Rétromobile, etc.) and its associated content, to be connected all year round through an effective and targeted omni-channel approach.

About AXEMA

AXEMA is the French trade association for the Agricultural Equipment and Agricultural Environment industry. Its members include both French and foreign manufacturers of agricultural equipment for the various sectors of crop and livestock agricultural production and producers of equipment for the upkeep of green spaces. AXEMA has 240 member companies, comprising manufacturers (69%) and importers (31%).

MEDIA ENQUIRIES: Agence Rumeur Publique

+33 (0)1 42 93 04 04 – +33 (0)6 78 54 02 91

Jérôme Saczewski – Célia Forest – Mélina Tréhin – Robin Gorizian

sitevipresse@rumeurpublique.fr