



## THE BEST REASONS TO SHOWCASE YOUR “NEW TECHNOLOGIES & RENEWABLE ENERGY” RANGE

SITEVI is the key event to increase your brand awareness and develop your business in the winegrowing and winemaking sectors.

### GENERATE NEW MEETING OPPORTUNITIES

SITEVI welcomes **55,000 visitors**, among whom one in two have purchasing plans, and **78% of these find a way of fulfilling them at the show. At the show, you can meet all your key contacts: winegrowers and winemakers, making up 60% of our visitor audience**, in search of solutions to diversify their estate's activities, along with fruit and olive growers, distributors, manufacturers, dealers, banks and service companies, cooperatives and traders.

### BE A SOURCE OF INSPIRATION

The **SITEVI INNOVATION AWARDS**, a competition internationally acclaimed across the industry, shines a light on the latest developments in the sector: trends, solutions and innovations are all in evidence in the entries.

**100+ products presented by 80+ companies.**

**To be won:** around 20 prizes.

A prestigious award ceremony will provide the winners of the 2025 competition with even greater exposure. Take part in the SITEVI INNOVATION AWARDS to amplify your impact.

### GAIN ACCESS TO NEW MARKETS

Whether you're aiming to grow in France, Europe or even further afield, **SITEVI is the unmissable tradeshow** for you.

With **22% of exhibitors** from outside France, it is a unique platform to develop your network in a business conducive climate.

Among out 55,000 visitors, **13% come from outside France** and from a total of 73 countries!

Supported by its global reach, **SITEVI is the ideal springboard to transform your innovations into genuine commercial successes.**

### TRANSFORM YOUR ACTIONS INTO SUCCESS LEVERS

SITEVI brings together a wide community of professionals **from the vine, wine, fruit and olive growing sectors**. As a highlight in your calendar for promotion and communication, the show offers you access to three days of direct media exposure and extensive visibility among your target audiences. SITEVI is more than just a tradeshow: it is a media that will help you obtain return on investment and qualified leads.

#### A RANGE DEDICATED TO TECHNOLOGY AND RENEWABLE ENERGY:



RENEWABLE  
ENERGY



NEW  
TECHNOLOGY



PRECISION FARMING



ALTERNATIVE INPUTS &  
BIOSOLUTIONS



PROCESSING



ECOLOGICAL  
TRANSITION



ROBOTIC, AUTOMATION  
& MACHINES



DIGITALISATION OF  
OPERATIONS



MARKETPLACES &  
SOURCING



AGRICULTURAL ASSET  
MANAGEMENT



SERVICES, DATA &  
ARTIFICIAL  
INTELLIGENCE

#### TOP 5 VISITING COUNTRIES

-  FRANCE
-  SPAIN
-  ITALY
-  SWITZERLAND
-  PORTUGAL

 **86%**  
DES EXPOSANTS

ARE SATISFIED WITH THEIR  
PARTICIPATION IN VIEW OF **DEVELOPING  
THE IMAGE AND AWARENESS** OF THEIR  
COMPANY AND/OR PRODUCTS

 **69%**  
OF VISITORS

HAVE **PLANS TO INVEST** IN SPECIFIC  
**WINEGROWING AND WINEMAKING**  
EQUIPMENT

 **93%**  
OF VISITORS

ARE SATISFIED TO HAVE **MET WITH  
SUPPLIERS SPECIFICALLY TARGETED**  
AMONG OUR EXHIBITORS.

# The New Technology & Renewable Energy sector



- **Global agricultural technology market sales:**  
\$15 billion in 2024
- **Annual growth of global agricultural technology market**  
estimated between 12% and 15% up to 2030

One of **the pillars of the third agricultural revolution** alongside digital tech, biocontrol and varietal selection, robotics holds significant promise to help the sector rise to the challenges that lie ahead: limiting input use, reducing the impact on soil, lightening the workload for farmers, improving yield, etc. It will be one of the keys to the transition towards agroecology.

## TRENDS

### START-UPS in 2024

**18** capital raises in AgriTech  
worth a total of  
**€180 million**

*Investments in biosolutions stood at €94 million in 2024, growing substantially*



### TOP 3 FRENCH REGIONS FOR CAPITAL RAISES:

- 1 Île-de-France
- 2 La Nouvelle-Aquitaine
- 3 L'Occitanie



### IN EUROPE, THE MAIN HUBS for AgriTech start-ups are:

- 1 UNITED KINGDOM
- 2 FRANCE
- 3 GERMANY

## CUTTING EDGE EQUIPMENT - STRADDLE TRACTORS

Winegrowing has for many years been a playground for experimenting with agricultural robots.

Many manufacturers already sell **robotic straddle tool carriers** capable of performing a variety of tasks in the vineyard: mechanical tillage, precision spraying, etc, while protecting vines and adapting to weather conditions and steep terrain.

## DATA ACQUISITION & PROCESSING

Detailed knowledge of each plot is essential to improve crop yields and reduce the quantity of inputs used.

The “**scouting**” branch of farming robotics uses a robot to collect data to:

- assess soil condition
- estimate disparities in a plot
- detect weeds

Several techniques can be used simultaneously: satellite detection, drone surveying, or in-field detection on the ground.

## RENEWABLE ENERGY & GREEN ELECTRICITY

Diversifying revenue streams: improving margins and profitability to guarantee the long-term future of an estate, in particular through the deployment of agrivoltaics.

**25%** of farmers already produce energy (biogas, wind power, solar power).

## FOCUS ON THE ‘GRAND AGRICULTURAL ROBOTICS CHALLENGE’

### 3 goals of AgriTech

- Accelerate agricultural innovation
- Guarantee food sovereignty
- Support a more sustainable, resilient and competitive farming sector

AN AMBITIOUS PROGRAMME  
**financed by the government under the France 2030 plan**

BUDGET  
**€21 million** over 5 years