

## **DIVERSIFY, INNOVATE, ANTICIPATE: SITEVI BRINGS EVER MORE SUPPORT TO INDUSTRY PLAYERS**

**SITEVI, the unmissable gathering for professionals in the vine, wine, fruit and olive growing sectors, will be held from 25 to 27 November 2025 at Montpellier Exhibition Centre, France. With seven months left to go before opening day, 75% of the available stand space has already been booked, offering proof of the sector's interest in this new edition. In all, 1000 companies are expected to exhibit, with 55,000 visitor entries over the course of the event.**

### **A KEY GATHERING FOR ALL INDUSTRY PLAYERS**

This momentum in stand sales can be seen in particular through the arrival of many new exhibitors from all product segments, and the registration, to date, of 122 companies from outside France, which speaks to the international reach of the tradeshow. Supported by the Occitanie regional authority and driven by the loyalty of participating companies and that of its many partners from the various growing sectors (IFV, France Olive, Les Œnologues de France, La Ferme digitale, la Wine Tech, Agri Sud-Ouest Innovation and many more), SITEVI 2025 is shaping up to be a major calendar highlight for professionals in search of innovation, experience sharing and development.

### **A STRATEGIC EVENT TO BOUNCE BACK AND RESET**

At a time when the market is impacted by the effects of price pressures, climate events and international competition, SITEVI 2025 stands out as an unavoidable strategic event thanks to the diversity of its exhibitors – from more than 60 countries – and its wealth of content.

It offers wine, fruit and olive growing professionals a unique platform to identify the new opportunities on the market, identify avenues of diversification, and discover tangible innovations, including the latest digital solutions.

Whether the options include branching out into tourism activities, developing alternative productions or capturing emerging markets, the show supports professionals in redefining their business models.

This 2025 edition will also feature an array of special highlights: the SITEVI Innovation Awards paying tribute to the best disruptive innovations for the sector, the Lab Tech space in partnership with Agri Sud-Ouest Innovation, La Ferme Digitale and la Wine Tech presenting the latest technologies from the three cropping sectors, and an extensive programme of talks, workshops and tasting masterclasses.

More than just an industry specific event, SITEVI is a catalyst for transformation.

### **AN EXHIBITION SUPPORTED BY THE SECTOR'S LEADERS**

Many leading key accounts have already confirmed their attendance across the various sectors of the show: **Grape harvesting machines:** ERO, NEW HOLLAND AGRICULTURE, PELLENC, BOBARD... ; **winegrowing:** 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, SDF... ; **spraying, crop protection, fertilisation :** BERHAUD, 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...

## AMONG THE EXHIBITORS:

“For more than 50 years, PELLENC has proposed innovative and sustainable technological solutions. As the only player to cover the full supply chain from vine to vat, we offer a comprehensive range suited to all profiles, from small scale producer to industrial winemaker. In orchards, olive groves and landscaped spaces, our equipment – from battery powered tool to harvesting machine – combine performance, comfort and care for the environment.”

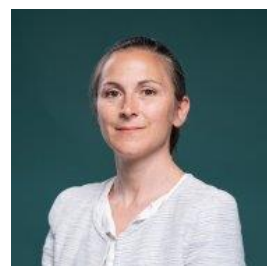
**Thierry Carbonnel, Product Director, PELLENC**



“For nearly 60 years now, Actisol has been designing and manufacturing equipment for farmland cultivation drawing on a method pioneered by its founders: soil cracking. More than just a manufacturer, Actisol showcases its expertise in sustainable farming through tillage, by offering agronomic technical procedures through its machines. Our priorities lie in preserving soil structure and plot health. **Freddy Socheleau, Head of Sales at ACTISOL**



“At Verallia, our purpose is to reimagine glass for a sustainable future. As the European leaders in glass packaging, we provide innovative, customised and environmentally friendly solutions to more than 10,000 companies. In France, with seven factories and more than 2000 employees, we are a major player in our communities, close to the needs of the wine and food sector.” **Maud Dubois, Marketing Director, VERALLIA**



“Omnia Technologies is the association of iconic brands such as Della Toffola, Bertolaso, TMCI Padovan, Coquard, Frilli, Ave Technologies, Win&Tech... A comprehensive group with 2,500 employees, 30 factories in Italy and France, and unique expertise in wine and beverages. As the only “end-to-end” partner in the sector, we offer innovative and sustainable solutions, from low emission distilling to bottling with reduced CO<sub>2</sub>.” **Yacine Amami, CEO France, OMNIA Technologies**



### 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:

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