

22>26 FÉVRIER
FEBRUARY 2015

Paris Nord Villepinte - France

SIMA 2015: INNOVATION FIRST!
CALL FOR CONTRIBUTIONS FROM SCHOOLS

■ **Title or theme of call for contributions:**

Your vision of tomorrow's agriculture or how to feed 7 billion people in 2050 while respecting the earth's environment

■ **Sponsor:**

The SIMA 2015 International Agri-Business Show.

■ **Several lines describing the call for projects:**

SIMA is calling on you, future graduates of French and international engineering schools, to provide your vision of tomorrow's agriculture. That vision will be presented at the show in the *Future-oriented space: What does tomorrow hold? and will contribute more broadly to our theme **Innovation First! by SIMA.***

- Be forward thinking!
- Support your institution's image at an event of international scope.
- Promote your know-how to industry professionals.

Moreover, your school's name, along with the names of your teaching unit and of participating students, will be widely cited in the show's communication supports (website, press releases and press kits, etc.)

■ **You may choose from among four projects:**

Expand on one of the following lines of reflection based on your knowledge and skills, and share your views with us on how to best proceed: *How can we feed 7 billion people in 2050 while respecting the earth's environment?*

■ Description of the four projects:

Project No. 1

Large-scale cultivation: how to farm more efficiently while taking biodiversity into account?

Concerns about soil protection and biodiversity are calling into question production systems based on single-crop farming. Agronomic innovations concern the choice of crops including new crops, the use of catch crops, combinations of certain crops and/or varieties, crop rotation design, and so on.

Project No. 2

Precision livestock farming: reality or fiction?

Precision livestock farming is a recent concept that consists in using management tools to automatically and continuously monitor (in real time) the well-being and health of each animal, as well as its impact on the environment and its production. Is this concept still fiction or is it poised to become a reality?

Project No. 3

What does the future hold for connected farmers, agro-managers and so on?

New technologies are profoundly transforming agricultural practices, and the agricultural world is in the midst of a digital revolution. The use of software, the Internet, social networks, automation and robots are changing the farming profession. What does the future hold for this farmer 3.0? How will he or she work and with whom? What will his or her job and working environment be like?

Project No. 4

Conservation of water resources: precision irrigation.

Various forecasts indicate that tensions over water resources will be exacerbated in the future, particularly under the influence of climate change, forcing agriculture to adapt. Precision irrigation should facilitate the planning of water withdrawals, help optimize water availability to plants in terms of both quantity and modalities, and should also enhance the image of irrigation with the general public (by providing quality products and combating summer heat through better control of the water cycle).

22>26 FÉVRIER
FEBRUARY 2015

Paris Nord Villepinte - France

■ **Type of activity engaged in to implement the project:**

There are no particular requirements in this regard.

This is at the students' discretion, depending on what they wish to focus on.

■ **Expected deliverable:**

For **10 January 2015** at the latest:

- Project title
- An explanatory presentation note. Maximum of one page, one side only. FR and GB versions.
- 8 to 10 key words illustrating your vision.
- One or two visuals (diagram, sketch, collage of images, 3D modelling, video, model, etc.) in the highest possible definition.

Please note: SIMA will take charge of formatting the deliverable for the event. Each school's production will be processed in the form of gigantic visuals several metres high for display within the grounds of the Villepinte Exhibition Centre and will be disseminated in all the SIMA's communications (*depending on production deadlines*).

A project brief must be submitted as of 1st November 2014 to give SIMA a general idea of the approach selected by each institution and the deliverable that will be supplied.

Optional: during the SIMA show, 22-26 February 2015:

- Participation in a practical workshop
(*Practical workshops are 30-minute mini-conferences during which highly practical topics are explored. Your group may choose to lead one of these workshops. Admission is free for visitors to the show.*)
- A desk "corner" in the Job Village where you can present your institution and its training opportunities, as well as your participation in the project.
(*This is a reception desk area occupied by various organizations where they provide information on agro-equipment-related jobs, training, outlets, etc. Your group and/or school can use a desk to present its activities.*)

22>26 FÉVRIER
FEBRUARY 2015

Paris Nord Villepinte - France

SIMA AT A GLANCE

The next SIMA show will be held on 22-26 February 2015 in Paris, France. With 1,700 business exhibitors and nearly 250,000 visitors, the five-day SIMA show is a benchmark international event for agricultural professionals; it offers professional visitors a chance to discover a comprehensive range of products designed to meet the needs of farms of all kinds and all sizes, practicing all types of agriculture.

■ Innovation First by SIMA

Innovation, the underlying theme of SIMA 2015, will focus on three main areas:

- **Crops: large-scale cultivation, tropical crops, specialized crops, etc.**
- **Equipment: future trends in agricultural equipment, etc.**
- **People: professional trends, regions, the farmer's role, etc.**

Innovation will be spotlighted throughout the event in a wide variety of forms:

- It will be the ongoing focus of communications campaigns prior to the event: in press relations, digital communications, advertisements, etc.
- High points to disseminate information and promote interaction: international meetings, technical seminars, practical workshops, etc.
- Dedicated spaces and events during the show: an Innovation Gallery, presentations of new strategies and potential areas of development, a retrospective space (The way it was), a future-oriented space (What does tomorrow hold?) etc.

SIMA in a few figures

- 1,700 businesses from 42 countries
- 248,800 visitors from 145 countries
- 27 ha of exhibition space
- Over 50 forums and events
- 561 journalists including 280 from outside France
- 3,000 press mentions in 46 countries
- 330 buyer delegations and key influencers in attendance
- 92% satisfied visitors
- A purchasing decision-support tool for nearly 75% of visitors

**Sources: SIMA 2013*

SIMA

SIMAGENA SIMAVIP

MONDIAL DES FOURNISSEURS DE L'AGRICULTURE ET DE L'ÉLEVAGE
PARIS INTERNATIONAL AGRI-BUSINESS SHOW

22 > 26 FÉVRIER
FEBRUARY 2015

Paris Nord Villepinte - France

SEE YOU AT THE SIMA 2015!



www.simaonline.com

EXPOSIMA

IMMEUBLE LE WILSON - 70 AVENUE DU GÉNÉRAL DE GAULLE - 92058 PARIS LA DÉFENSE CEDEX - TEL.: +33 (0)1 76 77 11 11 - FAX: +33 (0)1 53 30 95 09
EMAIL : sima@comexposium.com - EXPOSIMA S.A. AU CAPITAL DE 160 000€ - 392 145 181 RCS NANTERRE - N°TVA FR 58 392 145 181

un événement
comexposium
The place to be



22>26 FÉVRIER
FEBRUARY 2015

Paris Nord Villepinte - France

PARTICIPATION FORM

Please return this form as soon as possible but **no later than 30 September 2014**
to the following email address: marie-helene.blondel@comexposium.com

Name of institution:

In French: _____

In English: _____

Brief presentation of the institution. (*a maximum of 5 lines*):

This presentation will be used in SIMA 2015 communication tools.

In French:

In English:

Selected theme:

Project title:

During the SIMA show, 22-26 February 2015:

We wish to participate in a workshop: YES NO

We wish to staff a desk in the Job Village: YES NO

Name of supervising teacher: _____

Email address: _____@_____

Telephone: _____

Mobile: _____