

26 FEB. > 02 MARCH 2017

Paris Nord Villepinte - France

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SIMA 2017: INNOVATION FIRST! CALL FOR CONTRIBUTIONS FROM SCHOOLS

■ Theme of call for contributions:

Being a farmer in 10 years!

■ Sponsor:

The SIMA 2017 International Agri-Business Show.

■ This call for projects at a glance:

SIMA is calling on you, future graduates of French and international engineering schools, to propose your vision of the agriculture of the future. This vision will be presented at the show in the *Innovation First Gallery* and will contribute more broadly to our theme ***Innovation First! by SIMA.***

→ Be forward thinking!

→ Develop the reputation and image of your institution at an event of international standing.

→ Promote your know-how to industry professionals.

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

■ You may choose from among four projects:

Expand on one of the following avenues of reflection based on your knowledge and skills, and tell us more about your vision on the guiding theme of: *Being a farmer in 10 years!*

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■ Descriptions of the four projects:

Project No. 1

Farming jobs in a digital age

Digital, and the huge volumes of data generated as a result, will have a significant impact on types of job skills in agricultural organisations. Farmers will become “data producers”: the profession of farmer will inevitably change.

How will farming sector jobs evolve? How will the sector adapt its structure? What changes will we see in relations between organisations and actors in the farming world? How can we guarantee regular training in the new technologies which are becoming more present in our work environment?

Project No. 2

Theme 2: Robotics: tomorrow, a driverless tractor?

Robotics first made an entrance into the farming world in the area of livestock rearing, and it is steadily developing in other areas. This growth is accelerating, and robots may even replace tractors and agricultural machinery as we know them today.

But will these robots be tasked with all of the operations related to crop farming? How might they coexist alongside more traditional forms of mechanization? How can they be managed from a logistical viewpoint? In 10 years, what will be the organisational shape of farm mechanisation and robotisation?

Project No. 3

The search for a new economic model

Market globalisation and price volatility have driven many farmers to pursue new avenues: quality-driven production with indication of origin, organic farming, on-site processing, direct selling, etc. At the same time, the concept of “ecological economics” is attracting an increasing amount of media attention. Considered by some as a way of meeting the challenges of resource renewability and adapting to climate change, it is strongly opposed by others.

What will be the economic models in years to come, or what possible models could be considered?

Project No. 4

Genomics: plant and animal breeding in a Big Data era.

The development of agriculture is closely correlated to progress in genetics, both in plant breeding and in livestock selection. The emergence of new tools used in genomics and phenotyping has helped us to improve our finer knowledge of the genome, enabling substantial time savings in selection programmes and in diversifying the profiles selected. But other approaches, more focussed on Big Data, could also turn out to be the tools of tomorrow!

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■ Type of work required as part of the submission:

There are no particular requirements in this regard.

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

■ Expected deliverable:

By **15th December 2016** at the latest:

- Project title
- An explanatory summary. Maximum of one page, one side only. In French or English.
- 8 to 10 key words illustrating your vision.
- One or two visuals (diagram, sketch, collage of images, 3D modelling, etc.) in the highest possible resolution.
- One video (or animated .ppt) in .mp4 format

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

A draft project must be submitted as of 15th October 2016 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, 26 February - 2 March 2017:

→ A discussion with professionals: experienced engineers, about the feasibility of the scenario proposed in view of technological and social developments already underway.

(Please note: travel costs of people wishing to represent the school at SIMA are at the expense of the institution. SIMA will only provide free entrance to the show.)



2015 Innovation First Gallery



2015 layout

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SIMA AT A GLANCE

The next SIMA will be held from 26 February – 2 March 2017 in Paris, France. With 1,740 exhibiting companies and nearly 250,000 visits, 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, engaged in all types of agriculture.

■ Innovation First by SIMA

Innovation, the underlying theme of SIMA 2017, will focus on four areas:

- **Digital**
- **Robotics**
- **Ecological economics**
- **Genomics**

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, advertising, etc.
- Highlights for information and 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, the *Innovation First* Gallery, a future-oriented space etc.

SIMA in a few figures

- 1,740 businesses from 40 countries
- 238,848 visitors from 142 countries
- Over 40 forums and events
- More 500 journalists from 40 countries
- More 3,000 items of press coverage
- 300 foreign buyer delegations and specifiers in attendance
- 92% visitor satisfaction rate
- A purchasing decision-support tool for nearly 75% of visitors

**Sources: SIMA 2015*

SIMA

PARIS INTERNATIONAL AGRI-BUSINESS SHOW

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SEE YOU AT SIMA 2017!



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EXPOSIMA

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ENTRY FORM

Please return this form as soon as possible and **no later than 15th September 2016**
to the following email address: marie-helene.blondel@comexposium.com

Name of institution:

In French: _____

In English: _____

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

This presentation will be used in the SIMA 2015 communication tools.

In French:

In English:

Selected theme:

Project title:

During SIMA, 26 February - 2 March 2017:

We wish to participate in an exchange with engineers: YES NO

Name of supervising teacher: _____

Email address: _____ @ _____

Telephone: _____

Mobile: _____