



22nd edition full of promise

Once again, a packed exhibition centre is lined up to host the **22nd SOMMET DE L'ÉLEVAGE at Clermont-Ferrand (France)**.

On the programme, **2,000 animals** on show featuring the best in French genetic material, two national cattle breed championships (Salers for beef breeds and Montbéliarde for dairy breeds), up to **1,250 trade exhibitors and 80,000 visitors** in attendance, including over **3,000 international visitors**.

Add to the mix a rich programme of business forums, seminars and conferences, professional promotional events, a sector innovation competition, and a good dose of our trademark convivial atmosphere, and you have the recipe for success for Europe's leading forum for livestock professionals. A success that has reached the President of France, François Hollande, who has announced he will be attending this year's event.


**SOMMET
DE L'ÉLEVAGE**

**2-3-4
OCTOBER
2013**



Clermont-Ferrand / France

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A must-attend event

for 1,250 exhibitors and over 80,000 visitors

The SOMMET DE L'ELEVAGE is a place where business is brisk but engagingly friendly. Recognized by exhibitors for its top-quality sales leads, the show now posts 170,000 m² of business-dedicated exhibition space. Livestock farming equipment, animal feed, veterinary products, dairy equipment, agricultural machinery, renewable energy... the SOMMET delivers a full package of solutions for every stream and channel in the farming and agriculture chain,

all showcased on stands run by 1,250 exhibitors, **including over 390 businesses from 30 different countries worldwide.**

In 2012, footfall figures hit 81,350 visitors - including 3,000 foreign visitors from 71 different countries. Visitors are trade professionals - 83% are farmers or livestock breeders - and most of them come to the SOMMET with a pre-defined investment project.

An exceptional showcase for the world's top breeds

Set in the heart of the Massif Central, which has birthed the world's most famous beef cattle breeds (led by Charolais, Limousin, Salers, Aubrac), the SOMMET DE L'ELEVAGE is **the uncontested leading European beef sector trade show** and an exceptional showcase for French livestock knowhow in livestock breeding and breed genetics.

Over the last few years, the show has also carved out a position as leading national forum for dairy breeders in rugged climate zones like mountain uplands or extensive grazing systems. Led by breeds like Montbéliarde, French Brown, Simmental, Abondance and Tarentaise, **the dairy arena is maturing as one of the rising stars in the event calendar.**

Sheep and horses are not to be outdone. The sheep exhibition floor will be hosting 26 lowland and upland breeds and a packed showings and competitions schedule, while 21 horse breeds will also be on show, including all 9 French draught horse breeds, further anchoring the SOMMET's year-on-year position as the largest national gathering of draught horses. All in all, **over 2,000 animals representing 70 different breeds will be on show over the 3-day event.**



A key forum on hot issues in farming

The SOMMET DE L'ELEVAGE also marks a key occasion for sector professionals to attend 30-odd forums in 3 days focused on current issues in farming. The Grande Halle d'Auvergne conference centre will be turned into a bustling

hub of seminars, conferences and dedicated events. The agenda will tackle a range of hot issues, with input from farming trade organizations, technical institutes, lead businesses and institutional players.

Breed shows:

the Best of !

Beef cattle, dairy cattle, sheep and horses grace the SOMMET's show rings for a packed 3-day schedule.

Agenda for 2013

FOUR NATIONAL CHAMPIONSHIPS

- Beef cattle: SALERS breed (420 specimens)
- Dairy cattle: MONTBELIARDE breed (250 cows)
- Sheep: ILE DE FRANCE breed
- Sheep: BIZET breed

BEEF BREEDS (750 specimens)

- Interregional competitions for the Charolais, Limousine, Blonde d'Aquitaine, Aubrac, Gasconne and Parthenaise breeds.
- Showings of the Maine Anjou, Bazadaise, Ferrandaise and Belgian Blue breeds.

DAIRY BREEDS (550 specimens)

- Interregional competitions for the Holstein, French Brown, Simmental, Normande, Tarentaise and Abondance breeds.
- Showings of the Pie Rouge des Plaines and Jersey breeds.

SHEEP (400 specimens)

The sheep exhibition floor will be hosting 26 lowland and upland breeds.

- Interregional breed competitions for Charollais, Texel and Charmoise.
- Showings of the Suffolk, Hampshire, Lacaune, Blanche du Massif Central, Rava, Limousine, Grivette, Noire du Velay breeds, and more.
- Herding demonstrations showing dogs at work, sheep shearing demonstrations, ultrasound demonstrations, and a yarn competition.

HORSES (300 specimens)

- Interregional competitions for the Comtois, Percheron, Ardennais, Breton, Auxois and Auvergne light draught horse breeds.
- Showings of the Mérens and Pottok breeds.
- Harness trials and demonstrations of draught horses at work.



A business forum where the accent is on international

The international reach of the SOMMET DE L'ELEVAGE gets stronger with each edition. This year again, over 3,000 international visitors from over 70 countries are expected.

Once again, the organizers will rise to the occasion, fully mobilized with a dedicated programme of projects to host the many foreign visitor delegations.

International livestock evening

The delegations will be invited to attend the international livestock breeders' evening co-organized specially for them in partnership with FRANCE GENETIQUE ELEVAGE, and offering a private showing of all 70 French livestock breeds exhibited at the SOMMET (Wednesday 2 October, Hall 3, 6:45 pm). A cocktail snacks and drinks get-together has been arranged to round off the evening.

VIP welcome at the International Business Club

The **International Business Club**, a dedicated 300 m² host centre space manned by the ADEPTA (association for the development of international exchanges in agricultural and agrifood products and techniques), is provided for the convenience of all international delegations, with a team of professionals on-hand to guide them around the show, help organize business meetings with exhibitors, or provide presentations of French livestock husbandry, expertise, and breed genetics.

Every effort is made to provide **VIP treatment for international visitors**: free entry to the show, an accommodation bookings centre, free shuttle links out and back to town centre, the train station and the airport, student-interpreters, and more.

Along with the ADEPTA, 3 other organizations at the International Business Club will be on hand to facilitate contact between international buyers and exhibitors:

- **GEF** (French export association) / **INTERBEV** (French inter-trade livestock and meat association), organization promoting French beef cattle sector exports
- **AUVERGNE INTERNATIONAL**, which offers support and backing on export projects to Auvergne-based livestock breeding and agrifood-sector businesses.
- **UBIFRANCE** (international business development agency) handles promotion of the SOMMET DE L'ELEVAGE in 17 target countries, and its Farming-branch experts will be escorting dozens of VIP international buyers around the show.



Farm tours and international seminars

This VIP welcome is followed up by:

- Close to **two-dozen tours of farms and agribusiness technical units** earmarked for international visitors. These highly professional tours, complete with technicians and interpreters, are a big success every year (700 participants in 2012), offering the delegations a golden opportunity to discover the outstanding quality of the French breeding sector as a whole. The 2013 farm tour schedule features beef and dairy breed farms, sheep farms, horse farms, a dairy collect centre, a slaughterhouse, a cattle export centre, a meat industry research centre, a biogas plant, and more.
- **Day-long tour of specialized industrial facilities downstream in the beef sector** (slaughter operations, processing industries,...) organized by **AUVERGNE INTERNATIONAL** and designed to sell the regional export-beef sector to foreign beef buyers.
- Numerous internationally-oriented conferences and seminars, the keynote event for 2013 being the **3rd France-Mediterranean basin breeders forum**, organized by the French beef and cattle sector under the "France-Livestock country" banner. The aim of these meetings is to bolster the commercial and institutional relationships that have been built in recent years between the north and south shores of the Mediterranean. Representatives from 7 countries (Morocco, Algeria, Tunisia, Turkey, Egypt, Lebanon and Libya) will be invited to participate in a programme of field visits and a morning conference on the competitive advantage of the French beef offering.



Other **international seminars** will be organized by INTERBEV, the French national livestock institute, the French national institute for agronomics research (INRA), and ADEPTA (forum on livestock farming in South-America), among others.

The SOMMET DE L'ELEVAGE will also play host to the **EURASCO** (European Federation of Agricultural Exhibition and Show Organizers) **annual general meeting** where the CEOs of the biggest agricultural shows in Europe will rub shoulders with delegates from the big shows in Canada and the US. Also attending this event, a delegation from the ENAJ (European Network of Agricultural Journalists).

GEOGRAPHIC ORIGIN OF INTERNATIONAL VISITORS (IN 2012):

Western Europe: 61%
 Eastern Europe / CIS: 17%
 Northern Africa: 8%
 Sub-Saharan Africa: 3.5%
 The Americas: 5%
 Asia/Pacific and the Near East: 2%
 French overseas departments and territories: 3.5%

3,057 international visitors from 71 countries in 2012



Professional Trade Events

THE SOMMETS D'OR 2013 COMPETITION GETS A MAKEOVER!

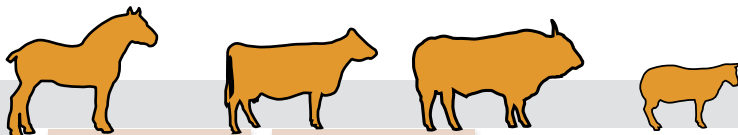
The competition, open to exhibitors only, crowns the best technical innovations of the year. The innovation put forward has to demonstrate material qualities in manufacture, safety and ergonomics tailored to the specific features of the farming sector in the Massif Central region.

A SOMMET D'OR TROPHY offers a unique opportunity to gain national and international brand exposure for products in competition through dense media coverage. This year's jury of experts will meet early July to announce the results in early summer so that award-winning exhibitors get plenty of time to capitalize on their success during the show.

TROPHÉE DES MASSIFS : Animal showing competition for school-age judges.

FERMIERS D'OR : Farm foods competition.

SABOTS D'OR : Competition rewarding the best technical-economic performances in livestock farming.



USEFUL INFORMATION

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