

# Sommet still growing fast

**S**ommet de l'Élevage, Europe's most prestigious and important livestock event, will again be held in early October for its 28th year. Located in the volcanic region of Clermont-Ferrand, home to the production of Volvic mineral water, this premier livestock event will open its doors to 95,000 visitors with over 1,500 exhibitors and profile numerous breeds of cattle, sheep and horses with in excess of 2,000 animals on show.

Monsieur Fabrice Berthon, General Manager of Sommet de l'Élevage, said "Planning for the event is right on track and we have already beaten last year's record for the number of exhibitors registered, some 50 or more than in 2018 registered in June. Our only constraint has been the size of the showground and exhibition space available but 2021 will see significant expansion and allow us a substantial increase in floor space available for both indoor and outdoor exhibitors. Education is another important part of our show", says Msr Berthon, and we are pleased to report that the conference centre is already fully booked with a packed programme with over 70 conferences and seminars taking place during the 3 days of the show. This year's show is once again looking very promising and we welcome the many thousands of visitors expected from all over the world, in fact last year's attendance included in excess of 4,000 international visitors from 85 countries."

Once again this year, the very best in French-bred livestock and pedigree genetics will be on show for potential buyers from across the globe and with the large number of international visitors previously recorded,

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## Business Links

Foreign delegations attending has grown year on year and this year Africa will be the special guest for 2019. The show's policy is to work hard to forge links with specifically identified nations and for 2019 focus has turned to West Africa including Senegal, Burkina Faso, the Ivory Coast, Marley, Mauritania, Niger and Cameroon with a specific programme of cooperative and industry led initiatives together with a promotional hub and information centre in the main reception area. A conference will be organised by a council of national West African meat and livestock federations where delegates can learn about the trends, opportunities and challenges of a livestock sector where demand for meat products is expected to increase rapidly over the coming years. Discussions will revolve around increased cooperation between interested nations coupled with the diplomacy and political will required to ease trade channels.

For those international visitors who wish to meet other foreign attendees, the show hosts an international business club which is dedicated exclusively to those visiting from abroad. This lounge area caters for all aspects of business opportunity including hospitality, interpreters, business to business meetings and guided tours of the show. There are also numerous free shuttle links into the centre of Clermont-Ferrand.

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### Farm Tours

In addition to a significant area of both indoor and outdoor trade stands, on-farm visits also constitute an important part of the event with over 35 field tours programmed this year offering foreign delegations first-hand experience of research, production, breeding and all forms of farm related science to be found in France. Tours are tailored for the beef, sheep and dairy sectors this year with a specific focus on the Blonde d'Aquitaine.

For those visitors who wish to travel from the UK or indeed from other countries, foreign delegations are invited to attend the international livestock evening which has been organised in partnership with France's Genetique Elevage and features an hour long private showing of all of the breeds on show within the "Zenith d'Auvergne" ring followed by an international drinks reception to round off the evening. This bespoke chapter of the show will take place on Wednesday 2nd October from 7pm and interested parties should contact the organisers direct. Similarly, there will be a private showing for international visitors of all the French sheep breeds being shown with English interpretation to be held on Thursday 3rd October commencing 4.30pm.

Internationally tailored packages are available from the event organisers and those with an interest in attending, or those wishing to receive more information about the event should contact the organisers, details as below, who will advise on travel arrangements or create a bespoke package for those wishing to attend. ■



### A VIP welcome awaits international visitors:

- International business club
- 35 farm tours
- 4 pre-tours
- International livestock evening
- Sheep breed reception for international visitors

### New for 2019

- Blonde d'Aquitaine national championship
- Exhibitor awards for best technical innovations in agricultural machinery, livestock handling equipment, livestock related supplies and digital/multi-media services
- Focus on animal welfare and organic farming
- Energy and climate related displays including wind power and biogas technologies

### Key Facts:

- 95,000 visitors in 2018
- 4,500 international visitors from 85 countries
- 1,550 exhibitors
- 300 international exhibitors from 32 countries
- 180,000 square meters of show space
- 82,000 square meters of indoor stands
- 2,000 animals on show representing 70 breeds
- Beef cattle competitions
- A varied and complete range of products and services covering all aspects of the livestock industry
- 70 seminars and conferences
- International business club and services for international visitors
- Farm tours
- 4 gourmet breed related restaurants on site

- British breeds of cattle to be featured including Hereford, Highland and Aberdeen Angus
- This year's show will include the Hereford Cattle Society's national (France) competition.



### SOMMET DE L'ÉLEVAGE

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