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SITEVI 2025 trade show in Montpellier nears full capacity months ahead of opening

Global wine, arboriculture, and olive sectors to gather for innovation and business opportunities amid industry challenges

Monday, May 19, 2025



The international trade show SITEVI is set to return from November 25 to 27, 2025, at the Parc des Expositions in Montpellier, France. The event is a key meeting point for professionals in the wine, arboriculture, and olive sectors. With seven months to go

before the opening, organizers report that 75% of the exhibition space has already been reserved. This strong demand signals high interest from the industry for this new edition. Organizers expect around 1,000 exhibiting companies and 55,000 professional visitors.

SITEVI has established itself as a major event for all players in these agricultural sectors. The upcoming edition will feature many new exhibitors from across the industry, including 122 international companies confirmed so far. This highlights the global reach of the show. The event is supported by the Occitanie Region and benefits from long-standing partnerships with organizations such as IFV, France Olive, Les Œnologues de France, La Ferme Digitale, Wine Tech, Agri Sud-Ouest Innovation, and others.

The 2025 edition comes at a time when the market faces significant challenges. These include price pressures, climate risks, and increased international competition. SITEVI aims to serve as a strategic platform for professionals seeking innovation and new business opportunities. Exhibitors from more than 60 countries will present solutions that address current industry needs. The show will focus on diversification strategies and digital innovations that can help businesses adapt to changing conditions.

Attendees will have access to a range of resources designed to support their growth and transformation. These include opportunities in agritourism, alternative production methods, and emerging markets. SITEVI also offers a space for professionals to redefine their economic models in response to evolving market demands.

Several key events are planned for SITEVI 2025. The SITEVI Innovations Awards will recognize disruptive technologies and solutions for the sector. The LabTech area, organized with Agri Sud-Ouest Innovation, La Ferme Digitale, and Wine Tech, will showcase the latest digital tools for winegrowing, arboriculture, and olive production. A comprehensive program of conferences, workshops, and masterclasses will provide further opportunities for learning and exchange.

Major industry leaders have already confirmed their participation across various segments of the show. In harvesting machinery, companies such as ERO, New Holland Agriculture, Pellenc, and Bobard will be present. Viticulture equipment providers like

Actisol, Sofibo, Infaco, and Euroviti are also on board. For winemaking technology, Bucher Vaslin, Omnia Technologies, Pera-Pellenc, and Amos Industrie are among those participating. Irrigation specialists like BRL will join material traction brands including Fendt, Massey Ferguson, Argo FR Landini McCormick, Case IH, Claas, Kubota Europe, and SDF.

Other sectors represented include plant protection and fertilization (Berhaud, Bliss Ecospray, Calvet, Tecnoma), fruit and vegetable equipment (Calibrex, MAF Roda, Sormaf, Gamma Wopla, Dalival), packaging (GAI, Diam Bouchage, Albagnac, Verallia), and soil management (Kuhn, Naio Technologies, Terral, Vitibot).

Industry leaders emphasize their commitment to innovation and sustainability at SITEVI 2025. Thierry Carbonnel of Pellenc highlights his company’s role in providing technological solutions from vineyard to winery for producers of all sizes. Actisol’s management points out their focus on sustainable soil cultivation methods developed over nearly six decades. Maud Dubois of Verallia underlines their mission to reimagine glass packaging with an emphasis on environmental responsibility for over 10,000 clients in France alone. Yacine Amami of Omnia Technologies describes their group as a comprehensive partner offering low-emission distillation and CO2-reducing bottling solutions.

SITEVI continues to position itself as more than just an industry event—it acts as a catalyst for transformation within the winegrowing, arboriculture and olive sectors. With its broad international participation and focus on innovation amid challenging market conditions, SITEVI 2025 is expected to play a central role in shaping the future of these industries when it opens its doors this November in Montpellier.