

AGRICULTURAL MACHINERY

KEY INFO IN

10
POINTS

1

EUROPE'S #3 MANUFACTURER OF AGRICULTURAL MACHINERY

With revenues of more than €6.1 billion, France was the third largest European producer of agricultural and forestry machinery in 2017, after Germany (€13.1 billion) and Italy (€9 billion) (Eurostat). It is the leading producer of livestock and dairy products, the second largest producer of harvesting and wine-growing equipment and the third largest producer of agricultural tractors (Axema, 2019). The agricultural machinery sector in France comprises nearly 550 companies and in 2016 employed over 17,000 people. (Eurostat)

2

EUROPE'S #1 MARKET

In 2016, France was the leading European market for agricultural wholesale trade (€17.5 billion in sales, compared with €16.5 billion in Germany and €16.5 billion in the United Kingdom). There are more than 3,400 agricultural machinery companies in France, employing nearly 40,000 people. (Eurostat)

3

EUROPE'S #4 EXPORTER OF AGRICULTURAL MACHINERY

In 2018, France exported €3.2 billion worth of agricultural and forestry machinery, of which €1.5 billion was in tractors. It is ranked third in Europe after Germany and Italy. France is the world's fifth largest exporter of tillage machinery and agricultural tractors, and the sixth largest exporter of crop harvesting machinery and agricultural trailers and semi-trailers. (French Customs Authorities; Eurostat; UN Comtrade)

4

EXPORTING FRENCH PRODUCTS

Manufacturer of professional power tools and equipment for the agricultural sector, French company Pellenc generated 56% of its total revenues from exports in 2016 and was awarded the 'Industry of the Future Showcase' label in 2018. With 1,700 employees, 19 subsidiaries and 1,081 patents filed, the company has established itself as one of the world's leading manufacturers of machinery, particularly for viticulture, olive-growing and arboriculture.

5

NEARLY 50,000 ANNUAL REGISTRATIONS

In 2018, there were 50,139 agricultural vehicle registrations in France. Forty-two percent of these were agricultural tractors (21,127), 19% agricultural trailers (9,625) and 10% material for green spaces (5,020). (SIV-DIVA; Axema, 2019)

6 NEW TECHNOLOGY

French startup Sencrop has developed connected weather stations (rain gauges, anemometers and humidity sensors) that enable farmers to make decisions concerning irrigation, seeding and pesticides. What's more, Naïo Technologies has come up with Oz, an autonomous farming robot that weeds and mechanically sorts market garden crops to improve farm productivity while respecting the environment.

7 AN ECOSYSTEM THAT BOOSTS INNOVATION

Across France, there are several hubs driving the agricultural machinery sector and stimulating innovation, such as the AgroTechnoPôle in Auvergne-Rhône-Alpes, #DigitAg in Occitanie and the Alliance Agroéquipement, which brings together Elinnové, ID4CAR, and Végépolys, in western France.

8 ROBOTS IN AGRICULTURE

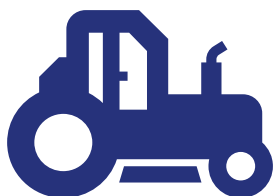
In 2017, 5,773 dairy farms were equipped with a milking robot, six times more than in 2007 (Axema). Agriculture is the second largest market for service robots in France. By 2035, half of the agricultural equipment market will be driven by robot sales, of which 42% will be for autonomous tractors. (Axema)

9 AN ATTRACTIVE SECTOR

Between 2014 and 2018, 38 foreign investment projects were identified in France in the agricultural and agri-food machinery and equipment sector, creating or maintaining 1,100 jobs. In 2018, AGCO Corporation, a US manufacturer and distributor of agricultural equipment, expanded its spare parts site in the Moselle area (Grand Est region) and acquired an 8-hectare site in Beauvais (Hauts de France region). Nearly a hundred jobs are expected to be created at each site.

10 AGRICULTURAL TECHNOLOGY IN PARIS

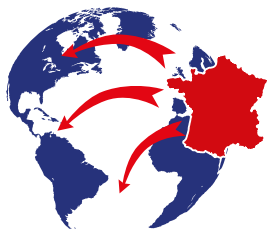
The International Agricultural Show (SIMA) is the flagship event for the agricultural machinery sector. The 2019 edition brought together 1,800 exhibitors from 42 countries at the Paris-Nord Villepinte exhibition center in 2019 and saw 230,000 trade visitors from 135 countries discovering the sector's latest innovations. The next event will take place from November 8-12, 2020.



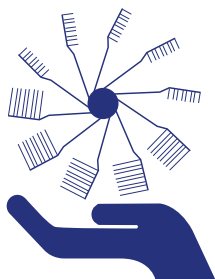
Europe's
#3
MANUFACTURER
OF AGRICULTURAL
MACHINERY
(EUROSTAT)



FRANCE: EUROPE'S
#1
PRODUCER OF
AGRICULTURAL
PRODUCTS
(EUROSTAT)



FRANCE: THE WORLD'S
#5
EXPORTER OF
AGRI-FOOD PRODUCTS
(UN COMTRADE)



Europe's
#1
MARKET FOR
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(EUROSTAT)

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