

# 2<sup>nd</sup> Edition of the stand Cultivons LesEchanges

at the "Salon International de l'Agriculture" 2025

Hall 4, Stand F10

"Cultivating Exchanges" is an unmissable opportunity to discuss the major challenges facing agriculture.

InVivo, a major player in the agricultural transition in France and Europe, will be present at the Salon International de l'Agriculture 2025 under the banner "Cultivating Exchanges". From 22 February to 2 March, its stand will be a forum for debate and reflection on the major issues facing the sector, bringing together experts, cooperatives and committed partners. As part of this dynamic, a live TV program will be broadcast throughout the week, giving the floor to key players in the world of agriculture.

### Key themes at the heart of current issues

Because the agri-food sector is in a constant state of flux, the TV shows will focus on three strategic themes:

- I. Al & Digitalization: An unavoidable transformation for agriculture.
- 2. **CSR** as a growth driver: Towards more sustainable and responsible agriculture.
- 3. Innovation at the heart of InVivo's DNA: Driving the Group's businesses into the future.

Highlights to be found live on the NGPA media and on the Group's networks:

- The cooperative, a vector of resilience or a model to be reinvented: with Jérôme Calleau President of Union InVivo, Jean-Michel Habig President of the CAC and Daniel Cheron President of the Haut Conseil de la Cooperation Agricole.
- **CSR**, a lever for growth and resilience for farmers: discussion between Olivier Clyti Director of Strategy, CSR and Digital for the InVivo group, Florence Pradier Managing Director of La Cooperation Agricole and Simon Lefevre Director of Sustainable Agriculture and CSR at Bioline by InVivo.

 How Cordier is reducing its carbon footprint with its reusable bottles sold at Carrefour: Gwennaig Corre - CSR Coordinator at Cordier by InVivo and Bertrand Swiderski - CSR Director at Carrefour.

## Reaching out beyond the show thanks to an exclusive partnership with the NGPA group

To amplify these discussions, InVivo is joining forces with the NGPA group and its specialist media (La France Agricole, Agrodistribution, La Toque, Vitisphere and Terre Net) to provide live broadcasts of all the round tables. The debates will be broadcast live on the NGPA group's platforms, as well as on InVivo's digital channels:

### About the InVivo group

The InVivo group is one of Europe's leading agricultural groups, with a turnover of €12.4 billion, more than half of which is generated in France, and a workforce of 14,500, including 11,000 in France. With operations in 35 countries, it has 93 industrial sites, including 63 in France. This pillar of food sovereignty is active across the entire value chain, from farm to fork, and is a leader in each of its four main strategic activities: International Grain Trading; Agriculture and Agri-Food; and Food and Agriculture. Agri-food (Malt, Wheat, Wine); Garden centers and food distribution. A global cross-functional center for innovative and digital solutions completes the set-up to accelerate the transformation of these activities towards the 3rd agricultural revolution. To find out more: invivogroup.com - @InVivoGroup

Website: www.invivo-group.com

Youtube: Groupe InVivo - YouTube

#### **Press contact**

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