

# AGRICULTURAL MACHINERY

KEY INFO IN

**10**  
POINTS

# 1

## ▶ EUROPE'S #3 MANUFACTURER OF AGRICULTURAL MACHINERY

With revenues of more than €4.9 billion, France was the third largest European producer of agricultural and forestry machinery in 2016, after Germany (€12.1 billion) and Italy (€4 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, 2018). The agricultural machinery sector in France comprises nearly 550 companies and in 2016 employed over 17,000 people. (Eurostat)

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# 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)

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# 3

## ▶ EUROPE'S #4 EXPORTER OF AGRICULTURAL MACHINERY

In 2017, France exported €1.6 billion worth of agricultural and forestry machinery. It is ranked fourth in Europe after Germany (€5.7 billion), Italy (€2.4 billion) and the Netherlands (€2.3 billion). France is the world's fifth largest exporter of tillage machinery and agricultural tractors, and the sixth largest exporter of crop harvesting machinery, agricultural trailers and semi-trailers. (UN Comtrade)

# 4

## ▶ EXPORTING FRENCH PRODUCTS

Manufacturer of professional power tools and equipment for the agricultural sector, French company Pellenc generates 60% of its total revenues from exports. With more than 1,500 employees and 18 subsidiaries, the company has established itself as one of the world's leading manufacturers of machinery, particularly for viticulture, olive-growing and arboriculture.

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# 5

## ▶ NEARLY 60,000 ANNUAL REGISTRATIONS

In 2017, there were 59,500 agricultural vehicle registrations in France (up 8.5% compared with 2016). Thirty-eight percent of these were agricultural tractors (22,600), 27% general machinery (16,300), and 13% agricultural trailers (8,000). (SIV-DIVA; Axema, 2018)

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# 6

## ▶ NEW TECHNOLOGY

The startup Airinov has developed an agricultural drone capable of mapping fields with unprecedented precision. This technology helps to monitor plant development and growth. Meanwhile, another startup Weenat offers sensors that monitor a piece of land in real time, enabling farmers to better manage plants' water needs.

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# 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 2016, 5,267 dairy farms were equipped with a milking robot, six times more than in 2010 (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 20% will be for autonomous tractors. (Axema)

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# 9

## ▶ AN ATTRACTIVE SECTOR

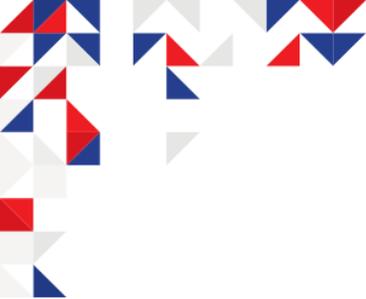
In 2018, Japanese agricultural machinery specialist Kubota decided to set up its European R&D center in France's Hauts de France region. As part of the investment, around a hundred engineering and technician jobs were created. The company already has an assembly center in the area.

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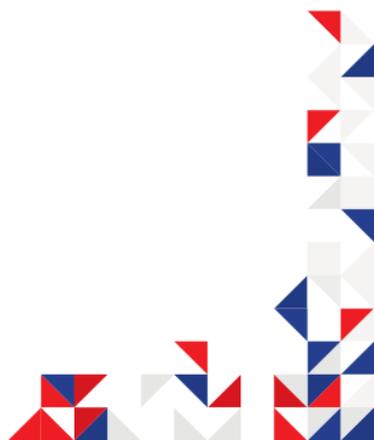
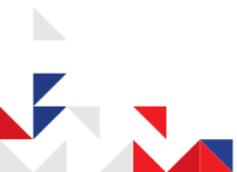
# 10

## ▶ AGRICULTURAL TECHNOLOGY IN PARIS

The International Agricultural Show (SIMA) is the flagship event for the agricultural machinery sector. This biennial event brought together 1,770 exhibitors from 42 countries at the Paris-Nord Villepinte exhibition center in 2017, and saw 232,000 trade visitors from 135 countries discovering the sector's latest innovations.



More information on  
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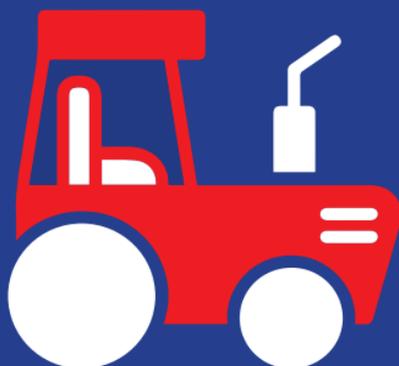


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**AGRI-FOOD:  
FRANCE'S  
#1  
INDUSTRY**

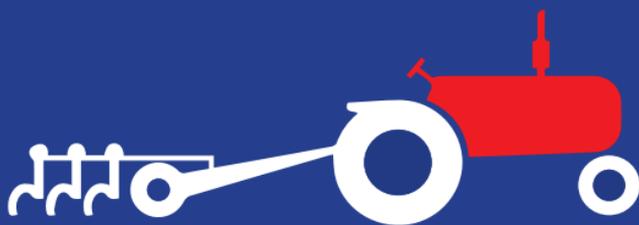
**(INSEE)**



**EUROPE'S  
#3  
MANUFACTURER OF  
AGRICULTURAL MACHINERY  
(EUROSTAT)**



**FRANCE: THE WORLD'S**  
**#6**  
**EXPORTER OF AGRI-FOOD**  
**PRODUCTS**  
**(UN COMTRADE)**



**EUROPE'S LEADING  
MARKET FOR  
AGRICULTURAL  
MACHINERY SALES  
(EUROSTAT)**