

Press release
Paris, 21 February 2024



**at the International Agricultural Show 2024
Stand 4G90 Hall 4**

At the 60th edition of the International Agricultural Show being held from 24 February to 3 March, the InVivo group and its subsidiaries will be laying on a lively space and a TV set called "Cultivons les Echanges" ("Cultivating Exchanges").

Located in Hall 4, this stand will be somewhere for the group's employees and stakeholders to meet and talk during the show. "Cultivons les Echanges" will be decked out in the colours of the latest communication campaign, *La victoire, ça se cultive* (meaning 'success is cultivated').

The TV set will host six round tables each day throughout the week. Those round tables, which will be broadcast live on invivo-group.com and InVivo's LinkedIn page, have been prepared with all the group's businesses in collaboration with Terre-net. Journalists Sophie Voinis and Laurent Peron will be moderating the discussions.

They will cover all the problems faced by agriculture, in particular from a supply chain perspective, including, for example:

- Blockchain — the technology bringing together wine producers and wine consumers
- Cereal exports — how to preserve France's place on the international scene
- Malt house 4.0: when artificial intelligence revolutionises the brewing industry
- Sustainable wheat supply chains, from farmer to baker
- Low-carbon transition for farms: the solutions
- Mastery of specifications in sustainable wheat and barley supply chains

About the InVivo group

The InVivo group is one of Europe's leading agricultural groups with a turnover of close to 12.4 billion euro, more than half of which is generated in France, and a workforce numbering over 14,500 employees.

It has a presence in 35 countries, with 90 industrial sites, including 63 in France.

InVivo is a leader in each of its four major strategic areas of activity: international grain trade, agriculture, agri-food (malt, wheat, wine), garden centres and food retail. A cross-functional global centre for innovative and digital solutions completes this package. Promoting agricultural transition, InVivo's ambition is to assist in the transformation of French farms and support European food sovereignty.

For more information, visit invivo-group.com — @InVivoGroup

Press contact — InVivo Group

Constance Boudet du Mochet
cboudetdumochet@invivo-group.com
+33 6 15 61 82 44

Krystel Valaydon
kvalaydon@invivo-group.com
+33 6 78 06 23 21