

WORLD FIRA
FEB. 6 - 8 2024

FEBRUARY 6 - 8

TOULOUSE | FRANCE

AGROBIPOLE, AUZEVILLE-TOLOSANE

DISCOVER

THE GLOBAL EVENT FOR

AGRICULTURAL ROBOTS IN ACTION

#WFIRA24

BOOK YOUR TICKET ON **WORLD-FIRA.COM**



WORLD FIRA 2024
Full Report -
External version



SUMMARY

1. General key figures
2. Participation
3. Attendees feedbacks
4. Exhibitors & Partners
5. Partners feedbacks
6. Communication & PR

GENERAL KEY FIGURES



WORLD FIRA AT A GLANCE - WHO WAS THERE?



2,500

Attendees - *including 700 schools*
⬆ 36% (1600 in 2023)



27

demos

20 in 2023



40+

robots showcased

⬆ 25% (32 in 2023)



37

panelists
out of pitches

9

live
sessions



50+

Countries - *67% from France*
44 in 2023



132

partners

⬆ 25% (106 in 2023)

70

exhibitors

70 in 2023

WORLD FIRA AT A GLANCE - WHAT DID THEY EXPERIENCE?



5th

edition of the Scientific Workshop



10

hours of Networking during B2B Meetings



2

Conviviality & Networking times - the VIP Night & the Afterwork



2

T3M & Axema Breakfasts



12

Start-up pitches for the Invest day

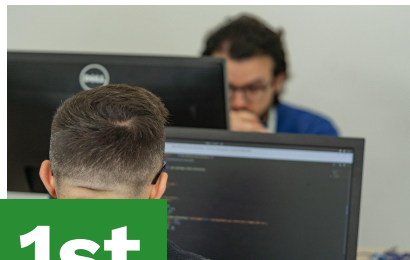
WORLD FIRA AT A GLANCE - WHAT WAS NEW?

NEW CONTENTS



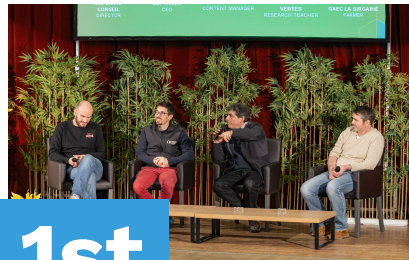
1st

International Agricultural
Autonomy Symposium



1st

Hackathon



1st

Controversies



4

Awards - 1 Ceremony

NEW FORMATS ON THE DEMOS



NEW

functionalities in demos:
harvesting, pruning, picking...



NEW

demo zone: Field Crops



NEW

Open talk farmers to
farmers



NEW

dealers dedicated program

PARTICIPATION

WORLD FIRA
FEB. 6 - 8 2024

PARTICIPATION DATA

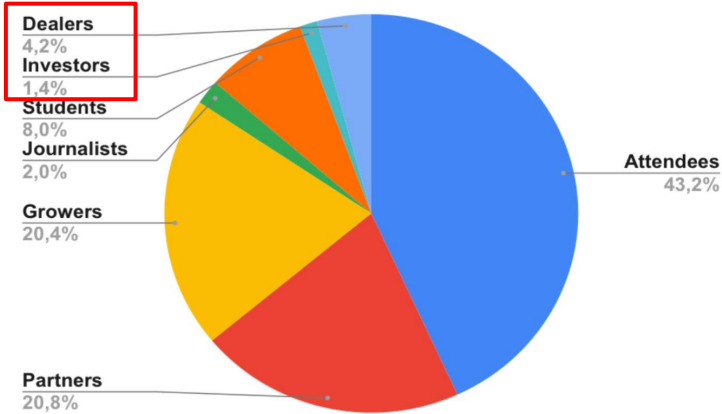
1,886 participants + 700 students (35 school classes)

Participation type evolution 2023 to 2024

Type	Nb WFIRA23	Nb WFIRA24	% of the increase
Growers	256	561	↗ 119,14%
Attendees	622	740	↗ 18,9%
Students	37	155	↗ 318,9%
Journalists	56	48	↘ 14,3%

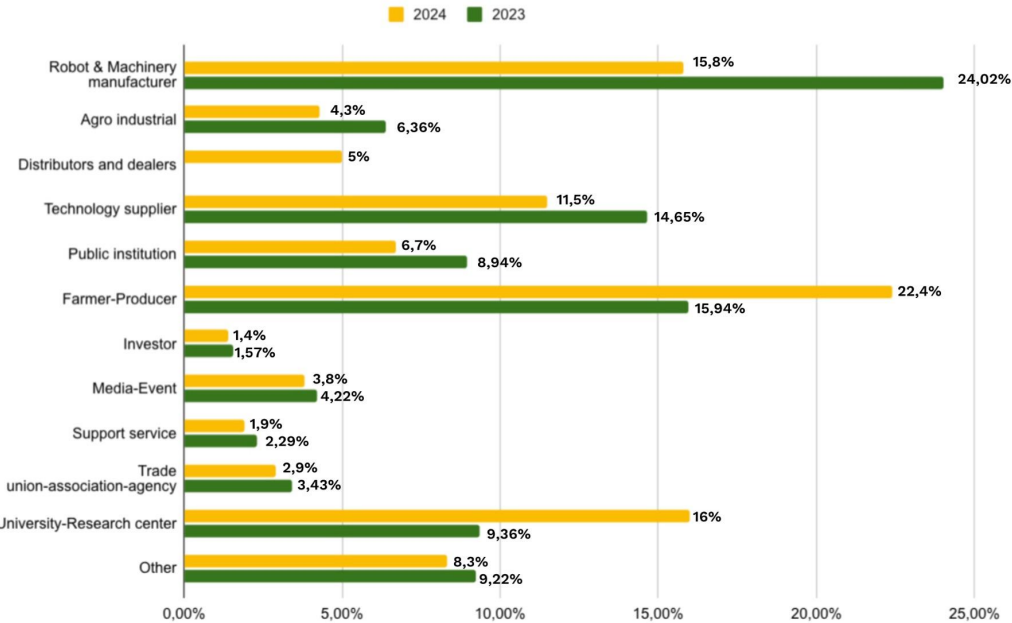
Typology in high progress

Participation type 2024

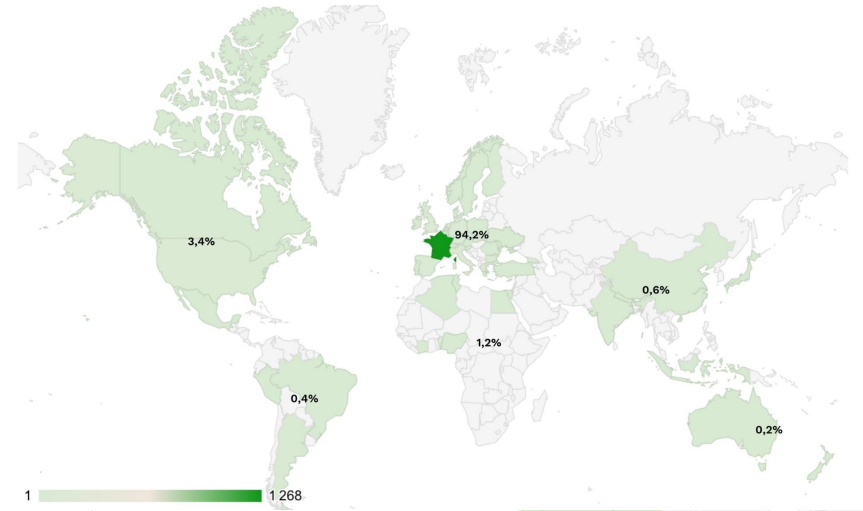


REGISTRATION TYPOLOGY

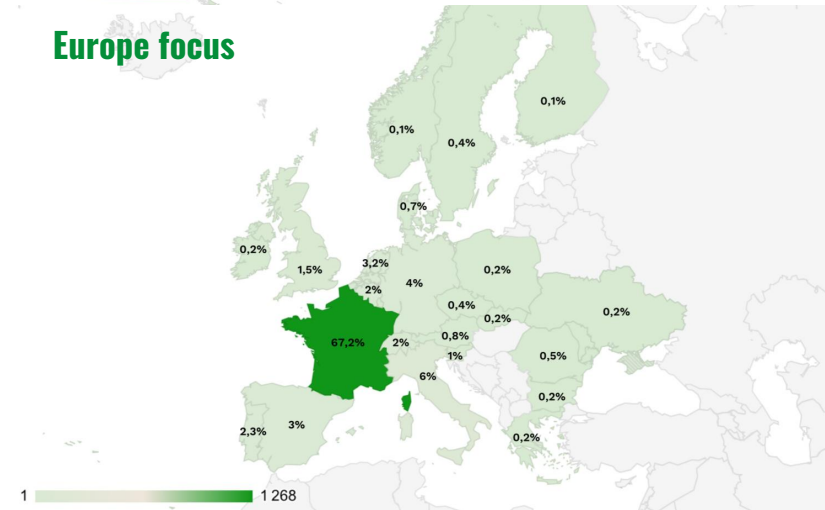
Organisation type



International representation



Europe focus



ATTENDEES FEEDBACKS

+80% already know that they will be taking part in the next edition



GLOBAL SATISFACTION

OVERALL SCORE

8.33/10

OVERALL SCORE

2023 : ↗ 2.21%

8.34/10

QUALITY OF THE
NETWORKING/CONTACTS MADE

2023 : ↗ 6.65%

7/10

QUALITY OF THE INNOVATION
ON THE EXHIBITION ZONE

2023 : ↗ 4.17%

8.19/10

QUALITY OF THE AUTONOMOUS
SOLUTIONS IN THE DEMOS

2023 : ↗ 1.87%

8.31/10

QUALITY OF THE WORLD FIRA
2024 EVENT, AS A WHOLE

2023 : ↗ 7.92%



EXPERIENCE



OVERALL SCORE

8.05/10

AGROBIOPOLE ACCESS AND

LOCATION

2023 : ↗ 7.33%

8.54/10

EXHIBITION ZONE

2023 : ↗ 8.38%

7.96/10

LIVE SESSIONS (PANELS,PITCHES,
...)

2023 : ↗ 3.78%

6.77/10

AREAS (CHILL OUT, COFFEE

BREAK, ...)

2023 : ↗ 16.12%

6.78/10

NETWORKING SERVICES

2023 : ↘ -7.25%

7.7/10

FINDING RESOURCES

2023 : ↗ 3.91%

8.39/10

ORGANISATION FOR THE DEMO

DAYS

2023 : ↗ 3.58%

6.65/10

ACCOMMODATION AND CATERING

2023 : ↗ 3.91%

TESTIMONIALS

“ It was a well organized event. I particularly enjoyed the demos and the panel discussions ”

“ Very good all round experience and organisation. Good contacts, attendees and business contacts for future development of robotics in France, EU and global. ”

“ It has been a very good experience. I had the chance to speak with other realities about my job and change experiences and opinions. I had very positive feedback and also constructive criticisms which make the experience very very good after all. ”



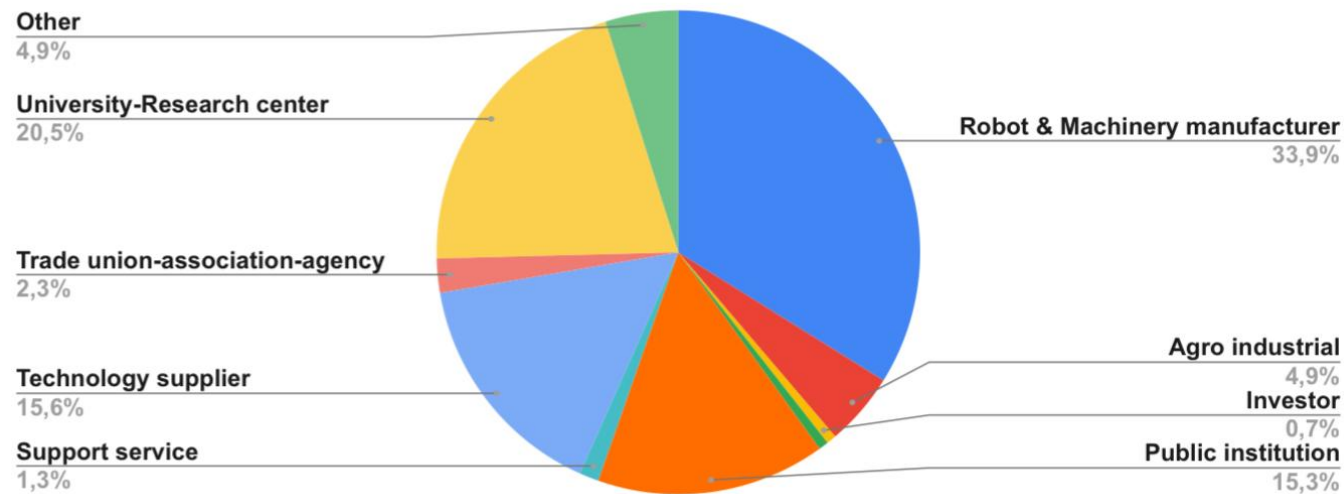
PARTNERS FEEDBACKS

63,7% of exhibitors made good contacts at World FIRA 2024 and
36,4% are waiting to confirm their leads



EXHIBITORS & PARTNERS TYPOLOGY

Global Partners By organisation type



GLOBAL SATISFACTION

OVERALL SCORE

4.67/5

QUALITY OF THE GLOBAL
ORGANISATION OF YOUR
PARTICIPATION **2023 : ↗ 14.18%**

3.92/5

QUALITY OF THE
NETWORKING/CONTACTS MADE
2023 : ↘ -4.16%

4.17/5

QUALITY OF THE ATTENDEES
2023 : ↘ -2.57%

4.83/5

QUALITY OF THE
MARKETING/COMMUNICATION
SERVICES PROVIDED **2023 : ↗ 12.06%**

4.58/5

QUALITY OF THE WORLD FIRA
2024 EVENT, AS A WHOLE
2023 : ↗ 9.31%



EXPERIENCE

OVERALL SCORE

4.17/5

AGROBIOPOLE ACCESS AND
LOCATION

2023 : ↗ 2.71%

4.11/5

LIVE SESSIONS (PANELS,PITCHES,
...)

2023 : ↗ 0.74%

4.5/5

LOGISTICS ORGANISATION FOR
YOUR DEMO

2023 : ↗ 3.21%

4.75/5

SUPPORT AND ACCESSIBILITY OF
THE FIRA TEAM

2023 : ↗ 3.26%

3.2/5

NETWORKING SERVICES

2023 : ↘ -17.74%

3.92/5

AREAS (HANGAR, OPEN BAR,
COCKTAIL,...)

No rating in 2023

4.08/5

EXPO ZONE AND YOUR BOOTH
FEATURES AND SERVICES

2023 : ↗ 5.43%

3.91/5

ACCOMMODATION AND CATERING

2023 : ↗ 16.02%



TESTIMONIALS

“GOFAR gets the job done! Help us grow and promote the transformation of the agri world in the field of robotic”

“Super dynamic team, you were great! Nice overview of outdoors robotics. The event is original, focusing a lot on real machines, which is a great point”

“A good place to meet, share and explore what happen within agricultural robotics, but with a too small audience”



COMMUNICATION & PR

WORLD FIRA
FEB. 6 - 8 2024

KEY FIGURES



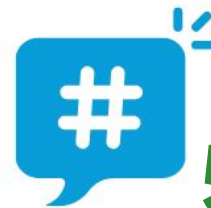
24,059

followers on the socials



27,143

subscribers to the newsletters



570+

posts using #WFIRA24



50+

journalists attended



60+

videos of demos, panels,
keynotes, workshops...



140+

stories in media

PR ACTIONS

#1. Online Press Conference

- Dec. 14:
 - 11 am: French Version > 25 registrants
 - 4 pm : English Version > 34 registrants
- Press Kit and Press Release #1
- Replays on YouTube
- 17+ articles by January

#2. PR “Viti”

- January, 10th
- FR + EN
- Extended to all the ag and eco journalists
- 46+ articles by February

#3. Invitation and journalist agenda

- EN January 16 (emails, opening, clicks)
 - 598 / 24.51% / 2.44%
- FR January 16 (emails, opening, clicks)
 - 677 / 25.18% / 1.26%
- EN Reminder on January 27
 - 595 / 20.36% / 1.4%
- FR Reminder on January 27
 - 676 / 29.45% / 1.41%

#4. Press Tour

- February 7, 10 to 11 am
- 20+ journalists
- 12 exhibitors steps
- 5 announcements

PRESS RELATIONS

140+ articles on the press in total: press articles, TV...

2023 : ↗ 72.5%

3 focus press releases

50+ journalists attended the event and **20+** participated in the press tour

19 Media partners – from **8** countries (France, Netherlands, Italy, UK, Portugal, USA, Belgium, Chile, India)

World FIRA 2024 in the media – some articles...

Local – Occitanie region

[France 3 Occitanie – 14”11](#)

[Entraïd – 7 articles](#)

[La Dépêche – 5 articles](#)

National

[Reportage TF1 – JT Dimanche soir](#)

[Terre-net – 10 articles](#)

[Powerboost](#)

International – 13 countries

The Netherlands, Estonia, USA, Slovakia, UK, Belgium, Türkiye, Italy, Portugal, Slovenia, Sweden, Bulgaria, Switzerland

[Future Farming – 14 articles | THE NETHERLANDS](#)

[Meister Media Worldwide – 5 articles | USA](#)

[Agronotizie – 6 articles | ITALY](#)

All the article about World FIRA [here](#)



SOCIALS AND NEWSLETTERS KEY FIGURES COMMUNITY AND DISPATCH

from October 9th to February 16th - about World FIRA only

LinkedIn



11,689 followers
54 posts about World FIRA
130,844 impressions
12,649 engagements
200+ posts on #WFIRA24

Facebook



4,556 followers
29 posts about World FIRA
22,981 impressions
2,744 engagements
67+ posts on #WFIRA24

X



5,341 followers
43 posts about World FIRA
11,977 impressions
719 engagements
113+ posts on #WFIRA24

Instagram



1,612 followers
22 posts | **205** stories about World FIRA
17,577 | **28,140** impressions
1,205 | **829** engagements
190+ posts on #WFIRA24

Newsletters



27,143 contacts touched on average
82 newsletters and mailings campaigns
25.19% opening rate in total
8.78% click rate in total

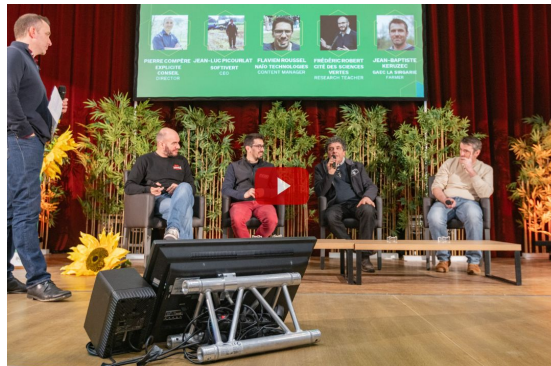
WORLD FIRA GALLERY



All the pictures [here](#)



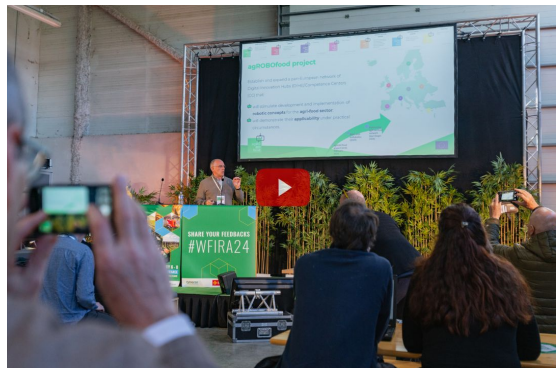
SCIENTIFIC WORKSHOP



AGRICULTURAL ROBOTICS CONTROVERSIES



PANEL GLOBAL TRENDS



INNO'PITCHES



AGRICULTURAL AUTONOMY SYMPOSIUM



WORLD FIRA AWARD CEREMONY