



PRESS RELEASE

Reims, 28 November 2024

#ParisECE2024 // STAND B14

**VIVESCIA GROUP, OFFICIAL PARTNER OF THE 64TH EDITION
OF THE EUROPEAN COMMODITIES EXCHANGE
ON 5 AND 6 DECEMBER 2024 IN PARIS**

Eleven years after its last edition in France, the European Commodities Exchange returns to Paris, taking place in the Grand Palais in the eighth arrondissement — a fitting venue for this key grain industry event. VIVESCIA Group and its manufacturing subsidiaries are proud to serve as official partners for the event, which expects to welcome 4,000 visitors this year, with a booth (B14) prominently located in the central hall.

France is Europe's largest agricultural producer, and for two days it will become the epicentre of the global grain and oilseed trade. This year's theme, *"the impact of climate change on the future of our new agriculture,"* will be explored through conferences and roundtables. The event offers an opportunity to address the sector's current and future challenges in terms of sustainability and resilience, while exploring innovative solutions to climate change.

Climate change is also a theme that VIVESCIA has embraced over the last few years, making it a central part of the group's strategy. This commitment is reflected both individually — highlighted by the achievement of SBTi FLAG certification for its 2030 climate targets — and collectively, through the TRANSITIONS programme. As the first large-scale impact initiative bringing together the whole value chain, from upstream agriculture to downstream food processing, the programme will be a key topic addressed by the President of VIVESCIA Group, Christoph Büren, during a roundtable discussion. This will be an opportunity for him to underline a key message: *"After a first year of development, the TRANSITIONS programme has turned a vision into action. TRANSITIONS is the largest systemic programme of its kind in Europe, and it is designed to expand beyond our cooperative territory. The programme is being already being duplicated in other countries, and we are also working to duplicate it with other cooperatives in France. TRANSITIONS is becoming a laboratory for testing solutions for the agricultural, energy and food industries. It is a symbol of our positive footprint, which is driving progress in the agricultural world."*

Meet VIVESCIA's cooperative teams and those of the group's subsidiaries (Grands Moulins de Paris, Kalizea, Malteurop, and Nealia) on booth B14.



**FLASHEZ LE QR CODE
POUR TOUT SAVOIR
SUR TRANSITIONS**

Press contact**Marine Magder – marine@magder.net - 00 33 (0)6 62 09 97 04****About VIVESCIA Group**

VIVESCIA is an international, cooperative agri-food group with 7,100 employees in 25 countries, generating revenue of €4.1 billion for the year ending 30 June 2024. Specialising in producing and adding value to grain, VIVESCIA is owned by 9,500 farming entrepreneurs from the North-East of France.

VIVESCIA strives to take care of grain, from field to fork, thanks to a collective of men and women who are committed to sustainable plant-based industries. The Cooperative and its agricultural subsidiaries collect 3.4 million tonnes of grain every year. 2,000 beers brewed with Malteurop malt are enjoyed every second worldwide. 1 Francine product is purchased every second in France. Grands Moulins de Paris is a partner for one in three French bakers. Thousands of consumers enjoy sweet and savoury treats in France and around the world thanks to Délifrance's croissants, viennoiserie, patisserie, and bread. We also have expertise in the milling maize industry, with KALIZEA; in animal nutrition with Nealia; and in the biotechnology and plant chemistry ecosystem with ARD.

www.vivescia.com

