

The SIMA logo is rendered in a bold, green, sans-serif font. Below the letters, there is a horizontal line composed of small, colored dashes in green, yellow, and red. Above the logo, a decorative border of vertical stripes in various shades of green, yellow, and red spans the width of the page. In the top right corner of this border, a small white icon of the Eiffel Tower is visible.

SIMA

ROAD BOOK

26 FEB. > 02 MARCH 2017

CHINA

A vertical collage of three images is positioned on the left side of the page. From top to bottom: a close-up of a blue tractor's front end, a stack of sliced, light-colored bread or flatbread, and a close-up of a tractor's large, treaded tire. The collage is framed by a thin green vertical line.

Travel to SIMA from CHINA

SIMA makes your visit easier!

Find out all the information for your
transportation and benefit from
attractive discounts.

26 FEB. > 02 MARCH 2017

TRAVEL TO SIMA

FROM CHINA

BEFORE YOUR VISIT

✓ Book your flight to Paris

- *Attractive discounts on a wide range of public fares on all Air France and KLM flights worldwide*

Get the best fare for your airline tickets!

- Log-in to the website www.airfranceklm-globalmeetings.com
- Enter the event ID Code : **28425AF**
- Valid for travel from **21/02/2017 to 07/03/2017**.



✓ Book your accommodation in Paris

The SIMA has negotiated with b network, official central booking office, rates in hotels, category 2, 3* and 4* located close to the exhibition but also in central Paris.*

How to contact b network ?

B network

1, rue Raphaël - 06400 Cannes – France

Tel: +33(0)1 58 16 20 10 - Email: laura.pacchioni@b-network.com



✓ Register to the show

I connect to www.simaonline.com to:

- Order my badge, generate my VISA request and order the exhibition catalogue
- Map out my personal itinerary
- Book my lunch in one of the exhibition's restaurants.
- I have booked my flight or train ticket at preferential rates
- I have booked my hotel room through the b network agency to take advantage of preferential rates .



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TRAVEL TO SIMA

FROM CHINA



BEFORE YOUR VISIT

✓ How to reach to SIMA?

From BEIJING

BY PLANE (11h00)

Roundtrip tickets
from 858€ / 6 305 CNY

Airlines: 6
Air France/Air China/China Eastern Air



* The price on 26 July 2016

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TRAVEL TO SIMA

FROM CHINA



DURING YOUR VISIT

✓ ENJOY PARIS DURING YOUR VISIT AT SIMA

Shopping, relaxation & well-being

Famous department stores and their Art Nouveau glass roofs:

- Printemps : www.printemps.com
- Le Bon Marché : www.lebonmarche.fr
- BHV : www.bhv.fr
- Galeries Lafayette : www.galerieslafayette.com

Shopping malls and arcades which offer everything under the same roof: fashion, beauty, decoration, wellness, sport, culture...

- Bercy Village - Paris 12e
 - Carrousel du Louvre - Rue de Rivoli - Paris 1e
 - Forum des Halles - Paris 1e
 - Passage du Havre - Paris 9e...
- and of course the 17,000 Paris shops and boutiques...



Cultural highlights

National museums at : www.rmn.fr

Louvre, Orsay, Picasso, Rodin, the National Galleries of the Grand Palais...
Admission is free on the first Sunday of every month.

Paris municipal museums at : www.paris.fr - Section: Tourism

The Musée d'Art Moderne (museum of modern art), Carnavalet, the Musée de la Mode (fashion museum), the Catacombs...

Admission is free for all visitors, except for temporary exhibitions and except for the Catacombs, the crypt of Notre Dame, the Sewer Museum, and the Galliera Museum.



You can also book your accommodation with the Paris or Ile-de-France Tourist Office:

Paris Tourist Office

Online booking on:

<http://booking.parisinfo.com/>

Or by phone: + 33 (0)1 43 52 42 63

More information:

<http://zh.parisinfo.com/>



Ile-de-France Tourist Office

Online booking on:

<http://en.visitparisregion.com/housing-paris/hotels-78369.html>

More information:

<http://en.visitparisregion.com/>

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TRAVEL TO SIMA

FROM CHINA



DURING YOUR VISIT

✓ How to reach to SIMA?

BY PUBLIC TRANSPORT

- **From the center of Paris (Châtelet / Gare du Nord stations).**

- > Take the RER B
 - Direction : Charles de Gaulle airport
 - Stop at «Parc des Expositions»
 - Estimated time: about 25 min.

- > Rate from Paris:

- 1 ticket : Full price € 4.35
- Book of 10 tickets: € 34.80

- **From Roissy Charles de Gaulle airport**

- > Take the RER B
 - Direction : Paris / Robinson / Antony / St Rémy les Chevreuse
 - Stop at «Parc des Expositions»
 - Estimated time: about 7 min

- > Rate from CDG airport :

- 4.35€ full price

- **From the Orly airport**

- > Take the ORV line
 - Direction : Antony
 - Stop at «Antony» - Zone 4
 - Estimated time: about 10 min.

- > Then take the RER B

- Direction : Charles de Gaulle airport
- Stop at «Parc des Expositions»
- Estimated time: about 50 min.

- > Rate from Orly airport :

- 15.90€ full price

Note : We recommended to buy your tickets Go/Return the morning to avoid the queues at the counters in the evening.

BY SIMA FREE SHUTTLES

From Charles De Gaulle Airport:

Free shuttles are at your disposal to go to SIMA.

- From 8 am to 11 am and from 4 pm to 7 pm
- Departure every 30 minutes
- Where to take the shuttles?
 - Terminal 2F - Gate 6/ arrival level
 - Terminal 2D - Gate 8/ arrival place
 - Terminal 1- Gate 8/ departure level

Receptions desks:

Terminals 1 and 2.
From 8 am to 12.30 pm.
Hostesses will show you the way to the shuttles.

BY CAR

15 minutes from the Paris boulevard périphérique via the **A1 or A3 motorways** and then the **A104 link road**, Parc des Expositions exit.

- **GPS datas:** Longitude : 2°31'06"E - Latitude: 48°58'03"N
- **Location adress:** ZAC Paris Nord 2 - 93420 Villepinte - France

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TRAVEL TO SIMA

FROM CHINA



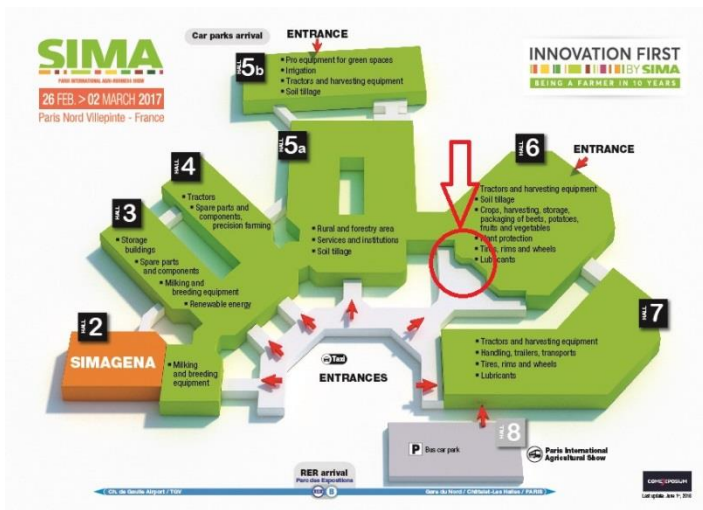
DURING YOUR VISIT

✓ DATES / OPENING TIME

- **Dates :** 26 FEBRUARY – 02 MARCH 2017
- **Opening time:** From Sunday to Thursday: 08:30am to 06:00pm

✓ VISIT THE SIMA INTERNATIONAL BUSINESS CLUB

- **Location: mezzanine of hall 6**



- The **SIMA International Business Club** offers to international visitors a personalized welcome:
 - Free exhibitors catalogue.
 - Introduction of the SIMA exhibition and the key players.
 - A meeting and resting area.
 - Themed guided visits upon request.
 - Food services area with coffee.
 - Tea and snacks.
- A **networking wall:**
SIMA exhibitors will drop off their business cards on the wall at the entrance of the Club. A simple tool to help you forge relations with exhibitors!

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TRAVEL TO SIMA

FROM CHINA

DURING YOUR VISIT

✓ SERVICES AT YOUR DISPOSAL ON THE SHOW

Car parks

P1, P2 and P3 (14,000 parking places) car parks are at your disposal by Paris Nord Villepinte Exhibition Centre. Payment is made when you exit the car park.

Rates*:

From 0 to 3h : **0,80€ / 15min**

From 3h01 to 6h : **0,60€ / 15min**

From 6h01 to 9h : **0,30€ / 15min**

From the 9th to the 24th hours : **20€**

Every additional 24-hour interval: **20€**

Bus rate / day : **40€**

24h – rate for lost ticket : **20€**



**subject to change of the rates by VIPARIS*

Coat check

Rates*:

- 2 € per item
- 3 € per luggage
- 4 € for big luggage.



Please note that luggage is not allowed at the show. It must be left at the coat check.

Cloakrooms are open half an hour before the show opening and one half an hour after closure (Sunday to Thursday: from 8am to 6:30pm)

**subject to change*

The Concierge Desk

This service will be available at the entrance gallery during the five days of the tradeshow.

▪ Daily needs

Express mail service, dry cleaning, taxi, courier service, last minute shopping, etc.

▪ Paris life

Shows & cabarets, restaurant reservations, cultural program, etc

▪ Organize

Hotel reservations, plane or train tickets, moto-taxi, car rental, etc



WIFI

A free WIFI is available for visitors with the following specifications:



- Maximum connection time of 4 hours per day on the event floor. Unlimited connection time in the Viparis public areas
- Maximum speed of 512kbps
- Users are disconnected every 15 minutes if they are not using the service
- Can be used to manage your emails and view websites that do not require very high data transfer rates
- It cannot be used for a professional use (stand demonstrations, video or image downloads, etc.)



ROAD BOOK

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TRAVEL TO SIMA

FROM CHINA

Your contact in CHINA

Promosalons Chine:

Louis LU

Tel: + 86 10 65 88 59 68

Email: louislu@promosalons-china.com