

SIAL



**INSPIRE
FOOD
BUSINESS**

Paris



15-19 OCTOBER 2022
PARIS NORD VILLEPINTE - PARIS

COMEXPOSIUM

SIAL, a subsidiary of Comexposium Group

SIALPARIS.COM #SIALParis 



THE TRADE SHOW

SHOULD BE PART OF YOUR SALES
AND MARKETING **STRATEGY**



TANGIBLE
ROI



A TRIED
AND TESTED FORMAT



MEDIA EXPOSURE
MADE EASY



THE WHOLE COMMUNITY
TOGETHER IN ONE PLACE

INSPIRE FOOD BUSINESS



PARIS WORLD'S
**GASTRONOMY
CAPITAL**



SIAL A FOOD BUSINESS HUB
FOR 5 FIVE DAYS



SIAL A SOURCE
**OF INSPIRATION
AND INNOVATION**



SIAL, AN INSIGHTFUL
EVENT PLATFORM

SIAL, THE INDUSTRY'S MUST-DO EVENT

10 KEY SECTORS



DELICATESSEN & MEATS



DAIRY



SWEET & SAVOURY GROCERY



FROZEN PRODUCTS



ORGANIC & WELLNESS



SEAFOOD



BEVERAGES



FOOD TO GO & READY MEALS



FRUITS & VEGETABLES



EQUIPMENT

EXHIBITORS



7 200
exhibitors



250 000 m²
exhibition



120
countries



650+
start-ups

91% say SIAL Paris is
important to their Business

85% say SIAL Paris
means optimal networking

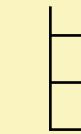
€2,48 BILLION IN TRADE

at the previous edition,
with exhibitors reporting an
additional 6 months' turnover.

VISITORS



310 000
professionals



35% France
38% Europe (Excluding France)
27% World



55 %
purchasing
decision makers



34 %
CEO / GM



84 %
want to see
new products

SIAL, AN ACCESS TO KEY MARKETS



FRANCE

- **Top country with 919 companies representing every mainland region.**
- French Food & Beverage sector is worth 180 billion Euros in turnover.
- France is the 6th largest F&B exporter in the world. Top exported categories are wines & spirits, dairy products and cereal preparations.
- France is also the 6th largest food importer in the world.



EUROPE

- **2nd largest geographical area at SIAL (4,428 companies)**
- Europe's leading industrial sector, agri-food is 15.2% of European manufacturing and €1,205 billion in turnover.
- Currently 294,000 agri-food companies, mainly small businesses
- World's leading exporter of agri-food products (40% of worldwide exports).



WORLD

- **120 represented countries make SIAL Paris an international hub for companies with international ambitions**
- Current turnover: 11,153 billion USD. Forecasted growth for the global food and beverage market is 4.2% per annum until 2025
- Imports represent 20% of the total food market on average. World imports have grown 15% in 4 years.
- Buoyant demand for imported products

6 REASONS WHY YOU SHOULD EXHIBIT



.01

SHOWCASE YOUR INNOVATIONS

SIAL INNOVATION COMPETITION

Get your new products seen by the whole community and the media, at a single event.

2,355+ innovative products presented at the SIAL Innovation competition in 2018

35% of press coverage is about the competition entries

- An undisputed reference for the profession
- A European jury of experts
- A dedicated area for innovations, attracting **33%** of visitors and **50%** of the media*

.02

MORE TURNOVER

62% of exhibitors say they make an extra 6 months' turnover

79% of exhibitors say SIAL Paris is a business booster

.03

MORE EXPORTS

80% of exhibitors take part to develop exports

83% of exhibitors say SIAL Paris is an export platform

.04

TEST THE MARKET



Start-ups or incubators will find their spot on the new dedicated area:



.05

MORE AWARENESS

76% of exhibitors satisfied with the quality of contact

78% of exhibitors satisfied with how their company is presented at the exhibition

.06

MORE CONTACTS

An average of **200 contacts reported by exhibitors**, including 1/3 new contacts

A **MATCHMAKING** solution to connect you with relevant profiles. Bespoke recommendations in line with your expectations and needs.

MEET TARGETED, INFLUENTIAL VISITORS



91%
of visitors
say SIAL Paris is
an important event
for their business



88%
of visitors come
to SIAL to see
what's new



89%
satisfaction rate



92%
plan to come back
to the next edition

BUYER'S ZOOM

6%
Services

23%
Agri-food
manufacturers

55%
Distribution
Import-Export

16%
Out of home
catering



TOP 10 COUNTRIES



VISITORS FROM 200 COUNTRIES

1. France
2. Italy
3. Spain
4. The Netherlands
5. United Kingdom
6. Belgium
7. Germany
8. United States
9. China
10. Poland

THESE INDUSTRY LEADERS CAME TO THE PREVIOUS EDITION OF SIAL PARIS

Distribution: Carrefour, E. Leclerc, Mercadona, Metro, Intermarché, Rewe Group, Tesco, Groupe Casino, Ahold-Delhaize, Auchan, Aldi, Pomona, El Corte Inglés, Costco, Walmart, The Kroger, Amazon...

Import/Export: Big Brands Group, Eurofood, Fromi, Maresi Foodbrokers, National importers, Alfmix OY, Brands of Britain, Euro-American Brands, Eurochoice BV, Foodex, Marchetti Fine Foods, Omega Importers, PAB Benelux, Solinest, Triomphe SNAT, Vilandra, Wilms Importhaus.

Foodservice and catering: Pizza Hut, Buffalo Grill, Agapes Group, Groupe Bertrand, Autogrill, Accor, Starbucks, Thalys, Newrest, Shangri-La, Corwne Plaza Hotels, KFC, McDonald's.

BOOST YOUR BRANDS AND PRODUCTS



UNPARALLELED OUTREACH
18,000,000 CONTACTS

DURING THE EXHIBITION

PRESS

+ 6 500 media items (France)
+ 2 045 journalists from 45 countries



PRINT & DIGITAL

+250 000 sales tools distributed

WEB

#SIALPARIS
 trending topic

A POWERFUL TOOL FOR ECONOMIC DIPLOMACY



135 official delegations
51 Ambassadors
40 foreign Ministers

AND ALL YEAR ROUND



+ 40 K subscribers

Facebook, Instagram, Twitter,
LinkedIn, Youtube



1 900 000

visits on the website



7 210 000

views on the website

Communication tools for maximum visibility and optimised ROI.

Catalogue ad pages, show articles, social event sponsoring, large format communication, communication via our website, social network updates etc.

YOUR KEY DATES



ONLINE REGISTRATION

► Open now

ONLINE STORE OPENS

► March 15, 2022

EVENT AND CATALOGUE REGISTRATION OPENS

► April 2022

PARTNER EXHIBITOR REGISTRATION CLOSES

► May 16, 2022

COMMUNICATION TOOL ORDERS FOR YOUR EXHIBITOR

► From January 2022

SIAL INNOVATION COMPETITION REGISTRATION

► January 24 - Closes July 28, 2022



THE HEALTH PROTOCOL: THE SANITARY MEASURES IN VIGOUR,
WORKED WITH THE AUTHORITIES, ARE APPLIED AT OUR SHOWS



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TO HELP WITH YOUR EXPORT GROWTH STRATEGY

Alger, Abu Dhabi, Jakarta, Montréal, New Delhi, Shanghai, Toronto
and now Shenzhen, Las Vegas, Varanasi, Mumbai and Hamburg.

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YOUR FIRST SIAL PARIS?

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OUR NETWORK

SIAL PARIS

PARIS
15-19 Oct. 2022
www.sialparis.com

SIAL INDIA

NEW-DELHI
09-11 Dec. 2021
VARANASI
15-17 Nov. 2021
MUMBAI
10-12 May 2022
www.sialindia.com

SIAL CHINA

SHANGHAI
18-20 May 2022
www.sialchina.com
SHENZHEN
27-29 Oct. 2022
www.sialshenzhen.com

**SIAL
MIDDLE EAST**

ABU DHABI
7-9 Dec. 2021
www.sialme.com

**SIAL
INTERFOOD**

JAKARTA
10-13 Nov. 2021
www.sialinterfood.com

SIAL AMERICA

LAS VEGAS
22-24 Mar. 2022
www.sialamerica.com

SIAL CANADA

TORONTO
21 Sept. 2021
100% digital
MONTREAL
15-17 April 2022
www.sialcanada.com

**GOURMET
SELECTION**

PARIS
12-13 Sept. 2021
18-19 Sept. 2022
www.salon-gourmet-selection.com

**GOURMET
DISCOVERY**

HAMBURG
4-5 April 2022
www.gourmet-discovery.de

DJAZAGRO

ALGER *
22-25 Nov. 2021
Local edition
May 30 -
June 2, 2022
www.djazagro.com

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