



Press release
For immediate release
July 17, 2009

SIAL Montréal, the international food tradeshow becomes SIAL Canada!

The Montréal based International food tradeshow, SIAL Montréal has a new name; SIAL Canada. "This new name confirms the Canadian positioning of the tradeshow and enhances its leadership in creating business opportunities for both agrifood industry suppliers and buyers" mentions Xavier Poncin, SIAL Canada's COO. The tradeshow has become a reference and a yearly meeting point for the agrifood sector.

For its 7th edition, this event will be held at the Palais des congrès de Montréal convention center April 21 to 23, 2010. This edition promises to be more innovative than ever before with top conferences, workshops and live demos bringing forward consumer insights and trends to keep food industry professionals on top of the fast moving industry. Popular events such as Trends & Innovations and Olive d'Or will be renewed, and for the first time in 2010 the show will be presenting the "Cuisine du SIAL Canada" event. This event will connect both the equipment sector from SET Canada and the food products from SIAL Canada and will feature talented chefs.

SIAL Canada is an international professional food tradeshow part of the SIAL network of 4 tradeshows on 4 continents, 7,500 exhibitors from over 100 countries and 200,000 visitors from more than 200 countries. In 2001, the Quebec Food Retailers Association (A.D.A.Q.), the Agri-Food Export Group—Quebec-Canada and the Exposium Group joined forces to create a SIAL that was specific to the North American marketplace; SIAL Montréal was founded, and the exhibition was then held every two years. In 2007, SIAL Canada became an annual event enabling clients of the exhibition, exhibitors and visitors alike, to stay attuned to the ebb and flow of the market and of prospective business opportunities. SIAL Canada is organized in association with SET Canada, the national equipment show for the food retail and foodservice sectors. For more information on SIAL Canada, visit <http://www.sialcanada.com>.

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For more information

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