



Agri-food experts will meet for this 7th edition, loaded with new trends and solutions!

The international food tradeshow, SIAL Canada, will be held at the Palais des congrès de Montréal on April 21, 22 & 23, 2010

Montréal, March 17, 2010 – SIAL Canada will be taking place this next April 21, 22 & 23, 2010 at the Palais des congrès de Montréal convention centre. On the menu this year; the latest trends in the food industry and brand new products which will soon be on the supermarket shelves and in our plates. Industry professionals will be meeting in Montréal for this must-see event to discover the latest trends and solutions for their business!

A meeting point

SIAL Canada orchestrates itself as an ideal meeting point for all food specialists. "SIAL Canada has become a reference in the food industry. The show is not only a privileged access to the North American market, but also the yearly meeting point of Agrifood professionals manufacturing or distributing food products." Explains Tamar Kantarjian, SIAL Canada's communications manager.

Keeping up with the North American market trends

This international tradeshow is an amazing opportunity to meet 530 exhibitors from 30 countries and 12, 000 agrifood professionals from 60 countries. In order to make your visit easier as well as more efficient, SIAL came up with specific expert paths which joined similar products making them more accessible and giving them enhanced visibility. In addition to the Organic and food service paths presented at the last tradeshow, this 2010 edition brings forward a Halal, a Kosher path and the private label path, giving a special attention to fast moving sectors.

A recipe for success

SIAL Canada's *The Cuisine* event will be showcasing demonstrations executed by renowned Canadian and international chefs. Visitors will be able to discover the latest trends, cooking and food preparation techniques and much more. Many workshops will be available for professionals who desire to better their methods. **Three themes** will be put forward:

- **"Restaurant Business Today,"** a day-long event featuring, among others, Laurent Godbout, chef-owner of Montreal restaurants Chez L'Épicier and L'Autre Version, in addition to the Quebec Olympic team from the Canadian Culinary Federation.
- **"Food and Cooking,"** a day-long event featuring, among others, François Blais, executive chef of the restaurant Panache de l'auberge St-Antoine in Quebec City.
- **"Home meal replacement in groceries,"** a day-long event featuring, among others, executive chef Mario Martel, head of food development for the Métro GP group.

“Innovation” takes center stage

Expert speakers will share their knowledge during lectures and discussions organized for this new edition of the tradeshow. They will discuss topics central to Canadian, American, and European industry professionals. During the three-day tradeshow, the **Eaters under the Influence** lecture will address the theme “feed me,” which will shed light on new trends in the agrifood industry with respect to innovation and sustainable development. Visitors will find all the information they need—on innovation, sustainable development, and improving the food supply—under one roof.

And the winner is...

The fourth edition of the international contest **Olive d’Or** will be judging which of the extra virgin olive oils reach the highest quality. The nine winners will be chosen by a jury of specialists and the names will be announced during a gala giving a great visibility to the winning products.

The **Trends & Innovations** contest is one of the key events of the tradeshow and will be presenting its third edition this year. Last year’s was a real success with over 50 innovating products presented. The contest puts forward exhibitors’ novelties while revealing the agrifood latest North American trends and culminates with the **Trends & Innovations** awards.

Discovering the latest technologies and equipments

SET Canada will also be taking place April 21-23, 2010 co-located with the SIAL show. SET is the national equipment show dedicated to food retail and food service sectors. It allows professionals to keep up with the latest technology and top-of-the-line equipment. The show will bring forward this year, specialized sectors with the “SET retail” and “SET food service” sections. Tradeshow organizers are also breaking new ground with two new paths: the What’s new path, which will introduce and promote exhibitors with new products or services, and the eco-set path, promoting exhibitors with eco-responsible products and services.

SIAL Canada is an international food tradeshow part of the SIAL network of 5 Tradeshows on 4 continents (France, Canada, Argentina, China, and United Arab Emirates), 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 Canada 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. For more information on SIAL Canada, visit <http://www.sialcanada.com>.

The 2011 edition of SIAL Canada and SET Canada will mark the beginning of an alternating schedule between Toronto and Montreal. For the very first time in 2011, Toronto will host visitors and exhibitors at the Metro Toronto Convention Centre. This food industry get-together will take place **in Montreal in even years and in Toronto in odd years**. For more information, please visit www.sialcanada.com.

Remember that all media representatives wishing to visit the tradeshow must request credentials.

www.sialcanada.com

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