



SIAL CANADA & SET CANADA 2016: ALREADY SOLD OUT

The trade show, which will be held from April 13th to 15th, 2016 at Montreal's Palais des Congrès, will open up an additional 12,000 ft² of space!

Montreal, February 12, 2016 - SIAL Canada and SET Canada are already sold out, with the show still 11 weeks away! These results have already surpassed those from Toronto in 2015, which was itself a record year, posting nearly 30% growth as compared to the year that had preceded it. In fact, it seems that the Canadian agri-food industry as a whole has grasped the importance of taking part in this annual gathering, whether it's held in Montreal or Toronto. Never has the presence of businesses from Ontario and the rest of Canada been as strong as it is now, with growth standing at 60%!

What' sparked this interest?

"I would sum it up in three points," explains show director, Xavier Poncin. "A strong increase in the representation from across Canada, international agreements that encourage the involvement of new countries, and positioning that are unique within North America: retail, HRI, and food processing, all under one roof!" International businesses are also more present (36% growth), thanks in large part to the numerous free-trade agreements signed by Canada, which attract a variety of countries that are looking to give their business prospects a boost. Finally, unique positioning where all agri-food professionals (from the retail, food-processing, and food-service sectors) are present allow SIAL Canada to stand as the only international show in North America that simultaneously offers up food products, equipment, and technological solutions (SET Canada).

Exclusive North American content

For this 13th edition, SIAL Canada has a conference schedule that features major topics within contemporary agri-food. More specifically, a series of conferences will be made available to visitors, and those talks will touch on current topics gathered together into themes that tackle the issues and opportunities found within our industry.

Here are a few of those topics:

- **Food Innovation Across the World**
- **E-commerce: A Business Model That's Within Your Reach**
- **E-commerce: 5 Key Steps**
- **The Top 5 Tricks of Businesses Who've Succeeded at E-commerce**
- **Market Opportunities in the United States**
- **The Food-Service Revolution**
- **The Organic Consumer**
- **Purchasing Behaviours in Food Service**
- **Generation Y in Food Service**
- **Reducing and Managing Waste in Food Service**
- **Trends and Perspectives in the Canadian Food Industry**
- **Putting Sustainable on the Menu: Catalysts, Challenges, and Best Practices Within the Industry**
- **Today's Consumers and Their Motivations in Improving Their Diets**

Roughly 50 speakers will be at the event, including Stéphane Ricoul (Académie du numérique), Mathieu Halle (RCEQ), Guillaume Ducharme (CEFRIQ), Francis Parisien (Nielsen), Nathalie St-Pierre (RCC), Jenyfer Maisonneuve (SAQ and eCOMMTL), Cédric Fontaine (Terroirs Québec).

On April 13th, the show will present **SIAL Food Hub**, an out-of-the-ordinary conference designed to meet the needs of the foodservice industry. Issues of costs in foodservice have never been so prevalent. This is why SIAL Canada is using its platform to welcome a panel of experts on the pressing topic of foodservice costing as a way of increasing profitability. Speakers will be invited to re-evaluate, analyse and establish new methods of cost calculation that will produce better price-setting and in so doing, allow businesses to increase their profitability.

Among the presenters, you'll find:

Nathalie Lehoux	President of Restaurants Pacini Inc.
Richard Cofield	President at Les Rôtisseries St-Hubert
Pierre Moreau	Director at Groupe Restos Plaisirs
Bernard Aurouze	Director at the Centre de recherche en gastronomie

MODERATOR:
Robert Dion Creator/Editor of *HRI* magazine

The schedule will be made available as of February 15th on sialcanada.com

The ARQ Contacts Show at SIAL Canada

For the very first time, SIAL Canada is proud to welcome ARQ Contacts, right in Palais des Congrès on April 13th, 2016. Beyond the event itself, the decision to hold it reflects a shared dedication to constantly improving our ability to meet the industry's needs by bringing the sector's professionals together in a single place. Along this vein, at the event, you'll find product and equipment suppliers, as well as food-service retailers and professionals – all coming together!

Moisson Montréal, La Tablée des Chefs and SIAL Canada Get Involved with a New Programme!

Through its new program, SoSIAL, SIAL Canada will continue to commit itself within the community in order to reduce food wastage, as well as to take part in knowledge and skill sharing with future generation to foster a sustainable society. To this end, it was only natural that SIAL Canada renew their partnerships with Moisson Montréal, and more recently with La Tablée des Chefs. Please note that beyond its food-collection program, as well as preparing food at the show to help out – for each entrance ticket purchased, SIAL Canada will provide \$5 to these two organisations. **They will also have the pleasure of announcing that young Quebec chef Guillaume Cantin will be the official spokesperson of the SoSIAL program.**

SoSIAL cocktail for the press and employees:

- **Location: SIAL Canada, Palais des Congrès at the La Cuisine space**
- **When: April 14th at 4PM**
- **Country of honour: The United States:**

CTAQ and SIAL Canada

The Conseil de la transformation alimentaire du Québec is also one of SIAL Canada's important partners, and supports the show and its activities.

About SIAL Canada

SIAL Canada, which includes the SET equipment and technology section, is an integral part of the SIAL network, the leading global network of shows dedicated to the food industry, with eight shows (SIAL Paris, SIAL Canada Montreal, SIAL Canada Toronto, SIAL China, ExpoVinis Brasil, SIAL Middle East, SIAL InterFOOD Jakarta, and SIAL ASEAN Manila) that bring together 14,000 exhibitors and 330,000 visitors from 200 countries. Established in 2001, SIAL Canada is the fruit of three agencies' labour, all of whom are shareholders in the event: the ADA (Association des détaillants en alimentation du Québec), the Agri-Food Export Group Quebec-Canada, and Comexposium. SIAL Canada is the only show supported by Agriculture and Agri-Food Canada, MAPAQ, and OMAFRA.

Visit the **new sialcanada.com website** for more details on everything new, or watch our **corporate video to discover SIAL Canada:**

<https://www.youtube.com/watch?v=BL2f5M6Th2A>

Source:
SIAL Canada

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