

## **Dates for your diary: SIAL PARIS is just around the corner! Where the world's food industry comes for inspiration**

It is now more than half a century since SIAL (*Salon International de l'Alimentation - International Food Exhibition*) first espoused the ambition to become the world's most important network for food professionals. A daring wager, but one which has paid off, as evinced by the success foretold of the upcoming edition of SIAL Paris, to take place from 21 to 25 October 2018 at Paris Nord Villepinte. This key biennial event has become *the go-to*, inspirational meeting place for the entire food processing industry, because it is here that the food of today goes on show and the food of tomorrow is conceived.

**Paris 2018: welcome to the world's food capital! A highlight of the year bringing together the world's food industry in the French capital from 21 to 25 October, for sharing the solutions of today and tomorrow and, in this way, together addressing the food challenges of the next 30 years.**

"All eyes in the food industry will be turned toward Paris in October 2018," predicts Nicolas Trentesaux, Director of the SIAL network. "Let us not forget," he goes on to say, "that the food industry is one of the most dynamic industries in the majority of the G20 countries! Coming to SIAL Paris is about discovering opportunities for growth, and new trends; it is about benefiting from an excellent springboard to attain the ambitious objectives aspired to by the actors in the food industry. SIAL Paris is a unique, inspirational platform for testing new markets, launching new products and meeting the main professionals in the sector to discuss the challenges that lie ahead. It is also a veritable laboratory, with R&D departments from around the world finalising their innovations to test them in the aisles of the exhibition. More than 2500 innovations will be unveiled to the world for the very first time as part of SIAL Innovation, serving up yet more inspiration to the food processing industry."

### **SIAL Paris 2018: a snapshot 9 months before its opening**

Almost 90% of the exhibition floor space has already been reserved.

More than 80 countries have already confirmed their attendance.

During these five days, which promise to be more inspirational than ever, the exhibitors will have the opportunity to present their products to more than 160,000 professional visitors from all around the world. Depending on their preferences, their expectations and their needs, these visitors will be able to explore the exhibition by reference to sector or to the world's regions. There is a breadth of offering that only SIAL Paris is able to propose to its visiting public, whatever their background!

## **SIAL Paris: the event that offers major corporations and young start-ups alike the opportunity to promote the food of tomorrow!**

The initiative launched in 2016 met with real success, and this will no doubt be confirmed in 2018, with SIAL **continuing to pursue its role as an indispensable springboard for promoting the emerging sectors** by devoting dedicated spaces to them. Hence, SIAL Paris is proposing a new sector: "Alternative Food", combining **organic products, "free-from" products, eco-friendly products, sustainable products and semi processed foods** with, at its core, a space for roundtables and talks, as well as guided tours.

In 2018, two "good ideas" make their reappearance. First, beverages will again be under the spotlight. And, because SIAL Paris is such an excellent showcase for the French food processing industry, **products "made in France"** will be assembled and promoted under the same banner! What is more, the **"equipment and services" zone** will be back once again to allow micro-enterprises and SMEs to present their technologies and equipment!

Lastly, since the SIAL brand is renowned for being synonymous with offering a clear vision of the future of the food sector, the 2018 edition welcomes a new feature event dedicated to forecasting trends: "Future Lab". This will accommodate European start-ups, global studies and experiential spaces. Such a rich source of inspirations in store for our industry!

## **SIAL Paris: a source of inspiration for chefs, as sponsored by Yannick Alléno**

In 2018, "*cuisine moderne*" will be on the menu at SIAL, as embodied by Yannick Alléno, this edition's sponsor. As part of a highly select circle of the world's greatest chefs, Yannick Alléno is as enthusiastic as he is inspirational in devoting his life to his passion, and militating for strong French cuisine, rich in its legacy and ambitious in its creations. Questing and demanding, he pushes the envelope and lays the groundwork for a new cuisine that affirms its unique identity: Cuisine Moderne.

As sponsor, Yannick Alléno takes part in the selection committee for the prizes awarded by SIAL Innovation. He will define a "foodservice" theme trail and select products presented by the exhibitors for inclusion in a basket bearing his name. The chef will also be appearing on SIAL TV on the opening day of the exhibition, on 21 October.

**In 2018, companies looking for new markets, export clients, additional sources of revenue (more than 6 months' extra revenue declared by the exhibitors at SIAL Paris 2016) or new suppliers cannot afford to miss this, the world's largest food exhibition, running from 21 to 25 October 2018.**

## **About SIAL Paris**

Organised by Comexposium Group, SIAL Paris is one of the members of SIAL Network, the world's biggest network of trade fairs dedicated to food and drink. Its eight regular exhibitions (SIAL Paris, SIAL Canada in Montreal and Toronto, SIAL China, SIAL Middle East and SIAL Interfood in Jakarta, and FOOD India *Inspired by SIAL*, in New Delhi) bring together 14,535 exhibitors and 359,800 visitors from 194 countries.

You can follow us on Twitter, LinkedIn and YouTube: [www.sialparis.com](http://www.sialparis.com) - [www.sial-network.com](http://www.sial-network.com)

### **About Comexposium**

The Comexposium Group, a world leader in events organisation, is involved in more than 170 BtoC and BtoB events, covering 11 sectors of activity as varied as the food industry, agriculture, fashion, homeland security, construction, high-tech, optics and transport. Comexposium plays host to 45,000 exhibitors and more than 3 million visitors in 23 countries around the world.

**The following will be at SIAL Paris to provide inspiration to the food industry world:**

ABP FOOD GROUP  
ADM WILD  
AJINOMOTO  
ALLANASONS  
ALPRO  
ANDROS SNC  
ARDO  
AVIKO BV  
BELIES PIETERCIL  
BERNARD  
ETS BERNI  
GROUPE BIGARD  
BOESCH BODEN  
BRINKERS FOOD  
CAFES MALONGO  
CALLIPO GELATERIA  
CASADEMONT  
CASTELLI FRANCE  
COCONUT BOARD  
COMTES DE PROVENCE  
COOPERL ARC ATLANTIQUE  
COTO CICSA  
CROP'S  
D'ARTA  
DELIFRANCE  
DELTATRADE INTERNATIONAL  
DMK DEUTSCHES  
DOHLER  
ERHARD PATISSIER GLACIER  
EURIAL  
EUROVO  
FLAVOUR MAKERS  
FRANCE GOURMET DIFFUSION  
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FRUCTA PARTNERS  
G7 GELATI  
GAN SHMUEL FOODS  
GELPASS  
GIE PASQUIER  
GIUSEPPE CITTERIO SALUMIFICIO  
GRANAROLO  
GRANDS MOULINS DE STRASBOURG  
GREENYARD  
ICEF SA / ZANETTI  
IGRECA  
INALCA  
IN.AL.PI  
ITALIA DEL GUSTO  
ITALPIZZA  
JORGE PORK MEAT  
LABEYRIE FINE FOOD INTERNATIONAL  
LACTALIS INTERNATIONAL  
LAITA PGC  
LANDGEFLUGEL  
LDC  
LEYGATECH  
LOSTE GRAND SALOIR  
LUTOSA  
MICHEL & AUGUSTIN  
MILCOBEL  
MIRATORG  
MONINI  
MORITA  
MUTTI  
MESTEMACHER  
OLEIFICIO ZUCCHI  
ORIENTO  
PALIRRIA S.A READY MEALS  
PALMIFRANCE  
PARKER-MIGLIORINI INTERNATIONAL  
PEETERS PRODUKTEN PENOTTI  
PIETRO CORICELLI  
PINI ITALIA  
POIVRE DU VIETNAM  
POLENGHI  
PUREPLUS  
RC COLA  
RENNA  
RIGONI DI ASIAGO  
SACLA  
SALUMIFICIO FRATELLI BERETTA  
SAN MIGUEL  
SASU LDC SABLE  
SAVENCIA  
SEEBERGER  
SODIAAL INTERNATIONAL  
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SURGITAL  
SUREE FOOD  
TEA BOARD  
TEEUWISSEN GROUP  
THAI UNION  
TINE INTL  
TRADIZIONE ITALIANA  
TRIBALLAT NOYAL  
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2 SISTERS STOORTEBOOM B.V.  
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WAWEL  
WIESENHOF INTERNATIONAL