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## THE SIAL CANADA INTERNATIONAL FOOD SHOW WILL BE BACK FOR ITS 15TH EDITION AT MONTREAL'S PALAIS DES CONGRÈS !

Press release For immediate release

**Montreal, February 7th, 2018** – SIAL Canada (the SIAL international food show in North America) is back for its 15th edition in **Montreal from May 2nd to 4th, 2018** and will showcase many new components. Held at Toronto's Enercare Centre in April 2017, the last edition was a resounding success and boasted a record number of exhibitors, as well as a **32% increase** of professional visitors. In fact, more than **16,500 visitors** from all over Canada and from **60 countries** made their way through the aisles of the 2017 edition.

Returning to Montreal, SIAL Canada is proud to position itself as the only show in North America to have adapted to shifting industry trends and the evolution of consumers' needs. With a show that's already sold out 3 months ahead of its opening day, and which will bring together more than **1,000 exhibitors** ready to meet with **18,500 professional visitors**, it will definitely be the must-attend event for the retail, food service, and food processing industries!

<http://westerngrocer.com/sial-canada-international-food-show-will-back-15th-edition-montreals-palais-des-congres/>

## ***¡Viva España! Spain Honoured!***

SIAL Canada is pleased to announce that **Spain will be its country of honour for 2018**. Over the last several years, economic ties between Spain and Canada have considerably increased, demonstrating a tremendous growth potential between the two countries. These two economies possess natural synergies in a number of sectors, including agri-food. Canada and Spain are also respectively part of the North American Free Trade Agreement and CETA. These agreements, which provide key entry points into each of their large regional markets, serve to galvanize economic growth, innovation, and the kind of competition needed for sound economic health.

Finally, following the success of the first edition of the **American Buyers Program** in Montreal in 2016, SIAL Canada 2018 will offer U.S. buyers and importers a unique meeting platform and a special experience as part of the show, in partnership with the AFI—a major association representing American importers and retailers. The highly-anticipated program has been subject of such interest that, **beginning with the 2018 edition**, it will welcome **buyers from all over the world**—including France, Japan, the United Arab Emirates, and many others—in partnership with MAPAQ, OMAFRA, EDC, COTA, the government of Alberta, and the ADA.

## **SIAL Innovation: The Only International Contest with a Presence in the Four Corners of the World**

Made up of food industry experts, and held in partnership with XTC World Innovation, the annual jury rewards 10 finalists—and this year, it will hand out 3 Grand Prizes. The Grand Prize winners will have the unique opportunity to travel around the world with all SIAL shows, which include: Canada (Montreal/Toronto), China, Paris, Jakarta (SIAL InterFOOD), Abu Dhabi, and **an all-new SIAL (Food India Inspired by SIAL) in New Delhi, India—currently the country with the world’s most dynamic economy—which will be held on September 16 to 18 of this year.**

The finalists, including the Grand Prize winners, will be present at the SIAL Innovation space located at the heart of the show. Surrounded by experts and some of the members of the jury, the finalists and the selected items will surely be noticed by **visitors looking for new innovative products.**

## **The Importance of the Local Market**

With more than 500 Canadian businesses represented and a strong contingent of provincial partners on hand yet again this year—including **Aliments du Québec, the Conseil de la transformation alimentaire du Québec, and Export Group**, as well as a number of Canadian associations that support the brand's efforts—SIAL Canada has become the platform for all that Canada has to offer, from each of the country's provinces. For the first time at SIAL, **an Atlantic pavilion will showcase all the Maritime provinces**. The country's collective know-how will be on display, much to the joy of the ever-growing number of national buyers, through increasingly innovative products, such as raw and organic juices, vegan ice cream, healthy energy drinks, and insect-based products.

## **SIAL Canada Meets the Needs of the Food Service Industry**

For the second time, SIAL Canada is proud to welcome the ARQ Contacts show at the *Palais des Congrès* on May 2nd, 2018. Beyond the event itself, this collaboration was established in order to continually improve the show's ability to meet the industry's needs by bringing the sector's professionals together in one place. Along this vein, at the event, visitors will find product and equipment suppliers, as well as foodservice retailers and professionals—all coming together in May at the *Palais des Congrès*! Press release For immediate release

## **The "La Cuisine by SIAL" Studio: Quiet on Set!**

Chefs and foodservice personalities will be on-site at this year's *La Cuisine*, some of them providing culinary product demonstrations from Canada and abroad, while others will take part in a series of interviews on key issues in the industry. Journalists, foodies and bloggers are invited to attend and engage with industry professionals who have made their mark at a time when the sector is witnessing profound changes.

## **SIAL Food Hub: A Not-to-Be-Missed Event**

Where and how will we eat in 2030? A panel of industry experts will attempt to answer this critical question. In fact, the gap between grocery stores and restaurants has been narrowing and concepts related to "grocerant", home delivery, drive-through, etc. that offer fresh, restaurant-quality food are attracting more and more of the younger generation, to the point that they are sometimes foregoing conventional restaurants. It will be on this topic, namely **the merging of grocery stores and restaurants by 2030**, that speakers will be tasked with re-evaluating, analyzing and providing a picture of the future, with the sole goal of helping industry actors better prepare for these changes.

## **New Sections at the Show**

Visitors are invited to discover the various sections at the show's 2018 edition: food service and ready-to-eat; the SET section for equipment, technology, packaging, and supply chains; the organic and well-being section; and two new sections—one for **cheeses and microbrewery beers** and the other for **drinks**, where it will be possible to attend the **new Inspire Drink event!**

## **SoSIAL Commitment**

Through the **SoSIAL program**, SIAL Canada will continue to engage itself actively as part of our society by reducing food waste and taking part in knowledge and skill sharing activities with future generations—all with the aim of fostering a sustainable society.

Please note that beyond its program that collects food and distributes it to local charities, SIAL Canada will provide \$5 to Moisson Montréal for each entrance ticket purchased.

## **International Opportunities**

In keeping with changes among the Canadian population and consumers' growing demand for **ethnic and specialty products**, SIAL Canada is offering a whole world of products to discover! This year in Montreal, 5 new countries will be bringing their products to Canada: Germany, England, Belgium, Egypt and Ukraine. Also, as part of the **Experts Hub**, B.K. Sethi, a consultant with more than 35 years of experience in the ethnic market, will be on-site in Montreal for the second time—before, during and after the show—to help uncover new opportunities!

## **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 seven shows (SIAL Paris, SIAL Canada Montreal, SIAL Canada Toronto, SIAL China, SIAL Middle East, SIAL InterFOOD Jakarta, and the all-new Food India Inspired by SIAL) and brings 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 ADAQ (Association des détaillants en alimentation du Québec), the Agri-Food Export Group Quebec-Canada, and Comexposium.