

SIAL Canada Returns to Montreal for 2018 Tradeshow

By Kostuch Media Ltd. - February 8, 2018

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MONTREAL — SIAL Canada will return to Montreal for the show's 15th edition from May 2 to 4, at Palais des Congrès. The last edition — held at the Enercare Centre in Toronto — boasted a record number of exhibitors, as well as a 32-per-cent increase of professional visitors.

The 2018 installment will showcase many new components, feature more than 1,000 exhibitors and draw approximately 8,500 visitors. New show sections include, an area dedicated to cheeses and microbrewery beers; and one for drinks — which will feature a new Inspire Drink event.

Following the success of the first edition of the American Buyers Program at SIAL Canada 2016, the 2018 show will offer U.S. buyers and importers a unique meeting platform and a special experience, in partnership with the AFI — a major association representing American importers and retailers. Beginning this year, the program will also 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.

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.

Other key show features include the SIAL Innovation contest, the La Cuisine studio and the SIAL Food Hub, which will feature talks focused on the future of eating habits and the merging of grocery stores and restaurants.