



SIAL CANADA & SET CANADA 2018: AN IMPRESSIVE PROGRAM!

The 2018 edition, which will take place from May 2nd to 4th in Montreal, offers compelling programming to help demystify the upcoming food revolutions!

Montreal, April 4th, 2018 – For their 15th edition, SIAL Canada and SET Canada have already sold out their exhibiting floor 16 weeks before the show! “Our current results have surpassed our 2016 Montreal edition. If we weren’t limited in terms of space at the Palais des Congrès, we would have reached a 30% growth this year!” explained Show Director Xavier Poncin. Added to the unique and diverse product offerings, SIAL Canada will feature more than 80 conferences, workshops and hosted activities in 2018!

What type of content is there to discover at this year’s show?

“With more than 1,000 exhibitors from around 50 countries, visitors will be able to discover tens of thousands of products that represent the meeting of the traditional and the modern, as well as the local and the more exotic. Our event is, without any doubt, the living embodiment of all the food revolutions happening today, whether it be in terms of the taste or texture of foods, the quest for products that are more healthy and natural, the development of smart packaging, or the emergence of the “grocerant” phenomenon. SIAL Canada is a true source of inspiration in the face of the challenges of tomorrow in the food industry,” added Mr. Poncin.

Content full of insight on the upcoming food revolutions

For this 15th edition, the SIAL Canada program of conferences will highlight major themes and current trends in agri-food, under the **2018 theme – The next food revolutions.**



Conferences:

Day 1

The first day of SIAL Canada 2018 will kick off strong with more than 13 conferences scheduled covering a variety of topics, including food innovation, with the help of two experts on the topic: Isabelle Marquis and Dana McCauley. Food service will be another big topic on May 2nd as Jérôme Ferrer, President of the Europea group, and François Pageau, Professor at ITHQ, will discuss industry revenue diversification. Finally, Karen Proper, Technical Manager at NSF International, will look at the unavoidable topic of the year—cannabis—during her conference titled “Cannabis and Food Products”.

To check out the complete conference schedule for May 2nd, 2018: <https://sialcanada.com/en/conferences-2018/>

Day 2

On the 2nd day, 12 conferences will be held at the Palais des Congrès. The various sectors of activity that will be covered are focal points of this year’s event, including beverages and health-oriented/organic foods. Karen Proper will be back to shine a light on current beverage industry trends. Meanwhile, Alexis Taoufiq, 2015 *Meilleur Ouvrier de France* (“Best Craftsman of France”) for bartending, and Sam Dalcourt, Director of Education at Montreal’s École du Bar, will present “Innovating Through Simplicity: Bar Design and Mixology”. Finally, Tia Loftsgard, Executive Director at the Canada Organic Trade Association, will discuss the Canadian organic market—a crucial topic in 2018.

To check out the complete conference schedule for May 3rd, 2018: <https://sialcanada.com/en/conferences-2018/>

Day 3

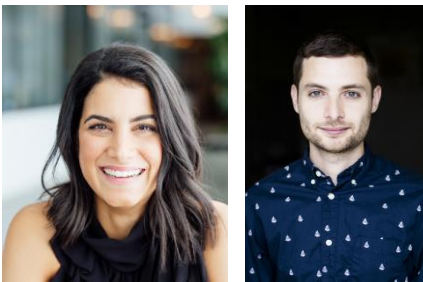
For the 3rd and final day, 5 conferences are scheduled, including one by Jonathan Hamel, President and Founder of Bitcoin Academy, titled "Blockchain: A Key Food Technology". Bruno Ponsart, Executive Director of ITEGA, will discuss food packaging.

To check out the complete conference schedule for May 4th, 2018: <https://sialcanada.com/en/conferences-2018/>

Familiar faces and renowned ambassadors

As part of its goal of becoming *the* standard in the North American food industry, SIAL Canada has associated itself with several industry-related personalities, who will take centre stage during the three days of the show.

Firstly, host and foodie Julie Miguel (@julie_miguel_) will again be the face of SIAL TV's English-language content (<https://www.youtube.com/user/SialCanada>). This year, she'll be joined by her French-language cohost, nutritionist and author Bernard Lavallée (@nutritionnisteurbain).



In addition, this year's show will be working with many important global figures from the worlds of gastronomy and food service who, each in their own way, will shine a light on one or more industry sectors. First, Marie-Claude Di Lillo (@lecarnetdemc.ca) and her team will be on-site with their booth to share favourites, discoveries and contests! Then, with organic and health-food products playing a major role at this year at SIAL, Virginie Goudreault will act as an ambassador for that industry and will meet with several exhibitors, all while creating content via her various social media platforms (@blondstory). Meanwhile, Pierre Olivier Trempe of @madewithlove_ sera will be the ambassador for the beverage sector and of Inspire Drink, a brand-new event! Finally, SIAL Canada is proud to be able to count among its exhibitors and partners Chef Chuck Hughes (@chefchuckhughes), who will be presenting his line of gourmet products. SIAL Canada 2018 promises to be another year full of surprises, featuring real-time coverage during the three not-to-be-missed days of culinary discovery!



Experts on hand for visitors and exhibitors

In addition to the many well-known faces and brand ambassadors that will be in attendance, SIAL Canada has an impressive list of experts who will be on-site during the 3 days of the show to address a variety of topics, related to their fields of expertise,) and to serve as a free resource for visitors and exhibitors who want to grow or even start their business.



Here is our 2018 team of experts:

- **Innovation Experts**
 - Isabelle Marquis, Food and Health Marketing Consultant
 - Dana McCauley, CEO of Blue Unicorn Innovation
- **Cheese Expert**
 - Gurth Pretty, Senior Category Manager – Deli Cheese – Conventional Stores (Loblaw / Provigo / Real Atlantic Superstores / Your Independent Grocers)
- **Organic Expert**
 - Tia Loftsgard, Executive Director at the Canada Organic Trade Association
- **Health Expert**
 - Jane Dummer, Principal and Founder of Jane Dummer Consulting
- **Digital Expert**
 - Stephane Ricoul, Digital Change Accelerator
- **Packaging Expert**
 - Carol Zweep, Manager of Packaging, Food & Label Compliance at NSF
- **Ethnic-Product Expert**
 - B.K. Sethi, President of B.K. Sethi Marketing Ltd
- **Beverage Expert**
 - Jean-Sébastien Michel, Owner of Alambika and Jesemi Distribution
- **Food-Service Expert**
 - Bernard Boutboul, Executive Director of Gira Conseil
- **FDA-Compliance Expert**
 - Bob Bauer, President of the Association of Food Industries
- **Olive-Oil Expert**
 - Christine Cheylan, Manager of Château Virant Olive Oils
- **Packaging Expert**
 - Bruno Ponsard, Executive Director of ITEGA
- **Supply-Chain Expert**
 - Daniel Clark, Senior Manager – Standards at GS1 Canada

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.

Visit sialcanada.com for more information on the upcoming Show.

Source:
SIAL Canada

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Reminder! All media, freelancers and bloggers have free access to the exhibition's conferences. Contact us to reserve your spot!