

Don't miss SIAL Paris, the exhibition that inspires the world's food industry

Over fifty years ago, the *Salon International de l'Alimentation* (SIAL) set out to become the world's premier food exhibition network. In October 2018, SIAL Paris will demonstrate once again how this biennial fair has indeed developed into the food industry's front-line event – the ultimate place to discover today's food trends and explore tomorrow's innovations.

It's eighteen months before kick-off, representatives from over **104 countries** are expected and **160,000 professionals** from around the world will attend the five-day show. Arranged into food sectors and geographical regions, SIAL's one-of-a-kind layout lets visitors customize their experience, and explore the exhibition according to their own particular needs - something that no other fair can offer to such a wide-ranging public.

SIAL Paris: the chefs rendez-vous... lead by Yannick Alléno!

In 2018, "cuisine moderne" will take pride of place at SIAL, as testified to by the fact that **the patron of this edition will be none other than Yannick Alléno**. As part of a highly select circle of the world's greatest chefs, Yannick Alléno enthusiastically devotes his life to his passion, and militates for strong French cuisine, rich in its legacy and ambitious in its creations.

This visionary approach to the culinary arts, which for him combines know-how and excellence with a certain degree of boldness, drives him to experiment incessantly in order to find purity of taste, its very quintessence. Questing and demanding, he tests the established barriers and lays the groundwork for a new cuisine, one that is truly steeped in identity: **Cuisine Moderne**.

Today, the multi-starred chef, with five bases worldwide, manages several establishments, including two restaurants with three Michelin stars: Alléno Paris at Pavillon Ledoyen (also 31st in the "World's 50 Best Restaurants" rankings) and Le 1947 - Cheval Blanc, at Courchevel.

As SIAL Paris patron, Yannick Alléno will be attending the SIAL press conference in September 2018, and will take part in the selection committee for the prizes awarded by SIAL Innovation. The chef will also be appearing on SIAL TV on the opening day of the exhibition, on 21 October. He will be defining a "foodservice" pathway and selecting products presented by our exhibitors, to gather them together in a basket bearing his name.

A tell-tale renewal: The organic, diet and start-up zones

Following a successful initiative launched in 2016, SIAL Paris continues to promote emerging food sectors by offering designated display areas. This year, the **organic and diet zone** will take pride of place alongside the Gourmet sector.

In addition, **Beverages and Fresh products** will be under the spotlight, as will a **"tech" zone**, allowing SMEs and microenterprises to present their latest technologies and equipment products. And because SIAL Paris is an ideal showcase for the French food industry, there will once again be a designated **"Made in France"** area, which will host a start-up French Village for the first time.

Going beyond its status as a professional networking and trade event, SIAL Paris continues to be the food sector's main information hub, offering profound insight into the mechanisms of a market worth 1.5 trillion dollars.

Paris 2018: The World Food Capital

Representatives of the entire global food industry will be in Paris from October 21 to 25, eager to discover and share the solutions required to feed consumers and meet their expectations over the next 30 years.

"The food industry is one of the most dynamic industries in most G20 countries", says Nicolas Trentesaux (SIAL Network Director). By discovering new trends and business opportunities, participants will find the tools they need to achieve their objectives. SIAL Paris is a unique platform for stakeholders to test new markets, launch new products and meet today's main players to discuss the challenges of the future. It is also something of a laboratory: R&D departments from around the world frequently finalize their products in time to test them in the aisles of SIAL Paris. Over 2,500 new products will be presented at the SIAL Innovation feature next year, inspiring the food and beverage industry even more than ever before."

Companies looking to develop new markets, grow their exports, boost their turnover (over 6 months extra turnover declared by our 2016 clients), or diversify their offering should definitely get involved in SIAL Paris 2018.

To exhibit: <http://services.sialparis.com>

Learn more: sialparis.com

About SIAL Paris

Organised by the Comexposium Group, SIAL Paris is part of the SIAL Network, the world's largest food and beverages exhibition network. Its eight regular shows (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) attract some 14,535 exhibitors and 359,800 visitors from 194 countries. You can follow SIAL on Twitter, LinkedIn, Youtube and www.sialparis.com - www.sial-network.com

About Comexposium

The COMEXPOSIUM Group, one of the world's leading event organisers, is involved in more than 170 B2C and B2B events across 11 sectors, including food, agriculture, fashion, security, digital, construction, high-tech, optics and transport. Comexposium hosts more than 3 million visitors and 45,000 exhibitors in 26 countries around the world. Comexposium operates across 30+ global economic growth zones, such as: Algeria, Argentina, Australia, Belgium, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Korea, Monaco, Netherlands, New Zealand, Philippines, Qatar, Russia, Singapore, Spain, Thailand, Turkey, U.A.E., U.K., and the U.S.