



From DONATO CINELLI – MANAGING DIRECTOR, UNIVERSAL MARKETING

This will be a special year at SIAL 2019 in Toronto, where Italy will have the great distinction of being the Honour Country at the most important food trade show in Canada and one of the most important in the world.

Italian food has represented a standard of excellence in Canada for many years.

North American consumers are very sensitive to the genuine nature, exceptional taste and high quality of Italian food products. They are drawn to the uniqueness and culture of the cuisine.

Canada is a country with solid economic, financial bases and a substantial industrial base. Its stability along with an appreciation for Italian products and its policy of openness to international trade make Canada a country of definite interest to Italian companies that want to develop their exports or establish themselves in order to internationalize their production presence.

For two years Italy has been the first European supplier of food products, ahead of France and the United Kingdom. Furthermore, the recent trade agreement between the European Union and Canada—CETA—with its clear and transparent regulations, will provide greater opportunities to businesses and will have an increasingly positive impact on the entry of our products.

Beyond eliminating import duties, CETA protects 41 Italian designations, equal to more than 90% of all Italian food exports in Canada.

These are the food products with the greatest increase in exports from Italy to Canada:

Prosciutto, Prosciutto San Daniele, Pasta and cookies, Cheeses, Chocolate.

This is the right moment to enter the Canadian market at full speed.

This year's SIAL Canada, SIAL 2019 in Toronto, will include Italian companies that are even more determined to establish themselves in the North American market.

Italy is the star of the food and wine market in North America and this can be seen by the fact that, in our 15 years of organizing the collectives within SIAL, requests by Italian companies to take part in our collectives have continually increased.

I would like to personally welcome those companies who are coming to Canada for the first time and to welcome back the many companies that come to this country each year to promote their products.

TORONTO
APRIL 30 TO MAY 02, 2019
ENERCARE CENTRE

