

## Expo Canada France welcomes their new Executive Officer Ms. Bianca Kennedy

**Montreal, Monday, December 19<sup>th</sup>, 2022** - The Board of Directors of Expo Canada France, organizer of SIAL Canada, is pleased to announce the appointment of Ms. Bianca Kennedy as the company's new Executive Officer.



SIAL Canada continues to focus on its mission to inspire the agri-food industry in Canada. The Expo Canada France management committee, that has been responsible for the interim leadership of the organization since August 2022, is delighted that Ms. Bianca Kennedy has accepted the role of Executive Officer of Expo Canada France. Bianca's proven track record of success in the exhibition sector makes her the ideal candidate to lead the evolution, innovation, and growth of our organization.

Bianca has a long and distinguished career in Canada's exhibition sector, including most recently serving as President and CEO of The Motorcycle and Moped Industry Council of Canada. She is a recognized leader, with more than 20 years of experience in the trade show and consumer show industry and has held senior management roles at some of Canada's largest event production organizations. Bianca served as President of The Canadian Association of Exposition Management, from June 2020 to June 2022, where she met and worked with M. Xavier Poncin, who passed away suddenly last July. It's not by chance that Bianca Kennedy was chosen to assure the continuity of the SIAL Canada brand. She has the drive, energy, and enthusiasm to follow in the footsteps of Mr. Poncin and build on his incredible legacy by continuing to elevate the SIAL Canada brand and experience.

"I am thrilled to be joining the Expo Canada France team and the SIAL Canada Show" stated Bianca. "This position combines my professional expertise in event production and feeds my passion for the food industry. I look forward to working with our visionary steering committee and our talented team of staff, to continue building on SIAL Canada's exceptional reputation as the premiere destination for professionals in the agri-food industry to learn, collaborate and shape the future, while accelerating commerce and innovation."

The Expo Canada France team is very pleased to welcome her to the leadership of SIAL Canada.

**See you May 9th to 11th, 2023, at the Enercare Center of Toronto for the 20th edition of SIAL Canada.**