



SIAL CANADA **SIAL CANADA returns to Palais des congrès de Montréal** **for its 21st edition!**

Montréal, Wednesday, February 28, 2024 - Salon International de l'Alimentation au Canada – SIAL Canada returns to Montréal for its 21st edition **from Wednesday, May 15 to Friday, May 17 at the prestigious Palais des congrès de Montréal**. With an impressive roster of over **1,000 exhibitors** and an expected attendance of more than **21,000 professionals**, SIAL Canada is the leading agri-food business accelerator in North America. The event is a unique opportunity for food industry players to connect, learn and discover the latest trends and innovations.

SIAL Canada 2024: where business, innovation and the future converge

At the heart of food innovation and exchanges among industry players, with a commitment to quality and excellence, SIAL Canada invites professional visitors to **discover and discuss the future** of the agri-food industry as it moves towards increased sustainability and inclusivity.

With less than three months to go before the Show, exhibitor spaces are already almost sold out! The buzz surrounding SIAL Canada's return to Montréal has made it possible to expand the Show's footprint **over 2 floors** at Palais des congrès de Montréal for its 21st edition. It's sure to be **the largest SIAL Canada event ever held in the city!**

Don't miss out: Visitor registration begins on Monday, March 4!
[Register here](#)

SIAL Canada: Re-imagining the future

SIAL Canada broadens its horizons by focusing on industry-related knowledge sharing. Open to exhibitors and visitors alike, the Show provides a platform for dialogue and innovative ideas. Access to the conferences, previously subject to a fee, will now be free for all visitors with the purchase of a regular ticket. The new conference format includes 10 thematic forums each lasting 1:45 hours, with inspiring keynotes as well as

expert panels delving into hot industry topics such as packaging, innovation, trends, technology, To-Go service, retail, supply chain management and more.

Introducing SIAL Dairy

As part of this drive to adapt and to listen to industry stakeholders, SIAL Canada is repositioning its "Cheese Section" by renaming it "**SIAL Dairy**", highlighting its openness to all players in the dairy sector. The Show also introduces a new competition honouring the **Best Canadian Cheesemonger**, chaired by renowned master cheesemaker **Yannick Achim**. Presented for the first time in Montréal, this competition is set to become SIAL's flagship event.

Celebrating innovation

Being at the heart of the food industry also means celebrating innovation and the forward-thinking leaders who are helping to shape it. Through key events such as the **Pitch Competition** for start-ups, the **SIAL Innovation** showcase and the new **Canadian Cheesemonger Competition**, the Show shines a spotlight on visionary entrepreneurs and innovations that are changing the way we produce, consume and understand food.

SIAL Canada 2024: Building business relationships

Again this year, SIAL Canada remains true to its fundamental mission of stimulating **progress in the food trade**, offering retailers, buyers, producers, suppliers, importers and wholesalers a **dynamic platform** for establishing and fostering meaningful business relationships, encounters and partnerships.

SoSIAL: A program committed to durability

To reduce food waste and promote the transfer of knowledge and skills to future generations for a more sustainable society, SIAL Canada's **SoSIAL** program remains committed to the community. The Show has renewed its partnership with **Moisson Montréal** and surplus food from the event will be donated to our partner for distribution to those in need. In addition, for every ticket sold, SIAL Canada will donate \$5 to support Moisson Montréal's mission.

About SIAL Canada

SIAL Canada is part of the SIAL network, the world's leading network of trade shows dedicated to the food industry, with 10 trade shows bringing together 16,700 exhibitors and 700,000 trade visitors from over 200 countries. Established in 2001, SIAL Canada is the result of the work of three organizations, all shareholders in the event: SIAL, ADAQ (Association des détaillants en alimentation du Québec) and Groupe Export agroalimentaire Québec-Canada, in addition to receiving support from Agriculture and Agri-Food Canada (AAFC), the Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec (MAPAQ), the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA), and the United States Department of Agriculture (USDA).

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