



## **Appointment Notice**

### **Stéphane Thuillier, Chief Executive Officer, Expo Canada France (SIAL)**

**Montréal, September 25, 2025** – Expo Canada France, organizer of SIAL Canada, is pleased to announce the appointment of Mr. Stéphane Thuillier as Chief Executive Officer.

A graduate of Sciences Po with a university background in marketing, Stéphane Thuillier has built a career shaped by innovation, digital expertise, and forward-looking vision. After eight years with Paris Saint-Germain, where he developed solid expertise in marketing, communications, and business development, he joined Comexposium in 2017. He went on to serve as Marketing & Digital Director, then as Strategic Marketing Director, a role in which he gained in-depth knowledge of the SIAL Network.

Appointed Chief Executive Officer of Expo Canada France, Stéphane Thuillier embarks on this new professional and personal chapter with passion. Based in Montréal, he will work closely with the SIAL Network to pursue the development objectives of SIAL Canada and build on the strong momentum already underway. The next edition will take place at the Palais des congrès de Montréal from April 29 to May 1, 2026.

He succeeds Mr. Tony Melis, whom we warmly thank for his dedication and creativity throughout his tenure. "Stéphane Thuillier's arrival marks an important milestone for Expo Canada France. His strategic vision and deep understanding of our ecosystem will help strengthen our growth and positioning. We welcome him and wish him every success in his new role," said Anne Letourneau, Chair of the Board of Directors of Expo Canada France.

We also thank our teams for their support during this transition and are confident this change will further contribute to the growth of SIAL Canada.

#### **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 professional events bringing together 16,700 exhibitors and 700,000 professional visitors from over 200 countries. Established in 2001, SIAL Canada is the result of a joint initiative between three organizations—ADAQ (Association des détaillants en alimentation du Québec), Groupe Export agroalimentaire Québec-Canada, and Comexposium—while also benefiting from the support of 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).