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SIAL CANADA ANNOUNCES ITALY AS COUNTRY OF HONOUR FOR ITS UPCOMING EDITION

AFTER A RECORD-BREAKING 23rd EDITION, CANADA'S INTERNATIONAL FOOD AND BEVERAGE TRADE SHOW RETURNS TO TORONTO FROM APRIL 27 TO 29, 2027

MONTREAL, October 13, 2026 — As consumer expectations continue to evolve and the need to secure and diversify supply chains becomes increasingly important, the food and beverage industry is constantly seeking concrete solutions. Against this strategic backdrop, SIAL Canada will hold its 24th edition from April 27 to 29, 2027, at the Enercare Centre in Toronto. The large-scale event will bring together the entire food and beverage value chain to foster business connections, showcase key innovations, and provide companies with unique, high-value business opportunities.

It is precisely in response to the need to diversify markets that SIAL Canada is proud to announce Italy as its Country of Honour for 2027. Supported by the strong trade momentum created by the Canada-European Union Comprehensive Economic and Trade Agreement (CETA), Canada serves as a strategic gateway for the European Union into North America, with Italy establishing itself as an important partner and the country's leading European supplier of food and agri-food products. This spotlight will give buyers privileged access to an exceptional industry while providing a premier platform for Italian companies looking to raise their profile in the Canadian market.



"Italy is a key partner for Canada in the agri-food sector. Beyond our trade ties, our two countries share a strong commitment to food excellence and a deep appreciation for the expertise and craftsmanship of those who produce high-quality food. By featuring Italy as SIAL Canada's Country of Honour in 2027, SIAL Canada is helping bring businesses from both countries closer together and create new opportunities for growth with Italy and across the broader European market."

The Honourable Heath MacDonald,
Minister of Agriculture and Agri-Food

ITALY: GLOBAL FOOD INDUSTRY LEADER

The partnership between SIAL Canada and Italy is a natural fit, particularly given the Greater Toronto Area's deep-rooted Italian cultural heritage. In fact, 59% of Canadians of Italian ancestry live in Ontario, including 445,000 in the Greater Toronto Area.

Italy is also recognized worldwide for the authenticity, traceability, tradition, and innovative spirit of its food industry, all qualities that are particularly relevant in today's context and further strengthened by the inscription of Italian cuisine on UNESCO's Intangible Cultural Heritage list. The country stands as a cornerstone of culinary diversity, from regional specialties and local products to emerging food trends, all of which visitors will have the opportunity to discover on site.

"The Italian agri-food sector is experiencing a very positive growth phase in Canada, and Italy's designation as "Country of Honour" at SIAL Canada 2027 comes at a particularly favorable time for our businesses. SIAL Canada is the country's leading trade fair for the agri-food industry and will serve as a vital opportunity to consolidate the Italian presence in the market."



Carlo Angelo Bocchi
Director of the Italian Trade Agency
(ICE) offices in Canada



"The fact that Italy has been named "Country of Honour" at SIAL Canada 2027 is a source of great satisfaction for us; it represents further recognition of the work we have been doing for years to strengthen the presence of Italian agri-food products — "Made in Italy" — in North America. SIAL Canada is a key platform for this market, and we are proud to have supported Italian companies for many years in their growth and development journey within Canada."

Donato Cinelli
President of Universal Marketing and exclusive agent for the SIAL network in Italy

ITALIA
the Art of Taste

**COUNTRY
OF HONOUR**
SIAL CANADA 2027

WHAT TO EXPECT AT THE 24th EDITION

Participants can expect a strong Italian feel throughout the SIAL Canada 2027 program, including the presentation of special awards: the "Best Italian Product" Medal as part of the SIAL Innovation competition, and the "Best Italian Cheese" Award at the International Cheese Competition. The latter is open to entries from producers and distributors around the world, whether they are exhibitors at the show or not.

True to its role as a trendsetter, SIAL Canada will also introduce the new "Superfood" Pavilion. In direct response to evolving

consumer needs, this dedicated space will spotlight functional foods, including protein-rich, high-fibre, and nutrient-dense products, while reflecting the changing realities of the market.

Beyond consumer trends, the 2027 edition will also shine a spotlight on industry challenges through its Food Processing and Co-Manufacturing sector. This initiative directly aligns with Canada's federal strategy and addresses manufacturers' need to strengthen supply chains through modernization, automation, and increased productivity.

IMPORTANT INFORMATION

Dates : April 27-29, 2027
Venue : Enercare Centre, Toronto.

Exhibitor registration
[CLICK HERE](#)

Visitor registration:
Coming in February 2027

**International Cheese
Competition registration**
[CLICK HERE](#)



About SIAL Canada

SIAL Canada is an integral part of SIAL, the world's leading network of food industry trade shows, bringing together thousands of companies across 12 events and a dynamic community of more than 700,000 local and international visitors. Launched in 2001, SIAL Canada is the result of the collaboration between three major shareholders: ADAQ (Association des détaillants en alimentation du Québec), Groupe Export agroalimentaire Québec-Canada, and Comexposium.



Ministero degli Affari Esteri
e della Cooperazione Internazionale

