



SIAL CANADA – 2017 EDITION

The SIAL International Food Show Will Be Back from May 2 to 4, 2017 at Toronto's Enercare Centre for Its 14th Edition!

Toronto, February 8th, 2017 – After a record-breaking show in Montreal in 2016, **SIAL Canada's 14th edition, in Toronto, is pleased to establish SIAL as the biggest food-innovation tradeshow in Canada and the Great Lakes Region**, setting itself apart by virtue of its unparalleled selection of Canadian and international products.

Held at Montreal's Palais des Congrès in April 2016, last year's show brought together 930 exhibitors from over 50 countries and saw an increase in visitors of 17% over 2014, which is a record high for the event. In fact, nearly 17,500 visitors from 69 countries, including Canada, made it down for the show's 2016 edition. **After such a successful year, the 2017 show in Toronto is expected to break this record yet again with over 240,000 ft² of exhibition space, which is already 95% sold!**

The European Union Honoured

As part of its return to Toronto, SIAL Canada is proud to be the only show in Canada to have adapted to political changes, new consumption trends, and a shifting economic landscape. This year, the proof is in SIAL naming **the European Union its region of honour for the 2017 edition**. Now that CETA—Canada's most ambitious free-trade agreement since NAFTA and the biggest commercial agreement that the country has ever implemented—has been ratified, there are tremendous prospects on the horizon for the industry. **CETA should therefore provide Canadian businesses with a variety of opportunities.**

SIAL Canada's Core Elements:

1. Innovation

SIAL Innovation: Thanks to the SIAL network, it is the only international contest with a presence in every corner of the world. Made up of experts and held in partnership with XTC World Innovation, the jury **rewards 10 finalists, with 1 Grand Prize winner**. The winner will have the unique opportunity to travel the world, by taking part in all of the SIAL shows!

2. A Global Corporate Identity

In keeping with changes among the Canadian population and growing consumer demand in the country for ethnic and specialty products, **SIAL Canada offers a unique opportunity to discover new products from all over the planet!**

It's as part of the experts' village that **B.K. Sethi, an expert with more than 35 years of experience in the ethnic market**, will be on-site before, during and after the show to direct the curious toward new opportunities!

New in Toronto! SIAL Food Hub Partnering with *Canadian Grocer!*

For the first time at the Toronto show, SIAL Canada is thinking big and joining forces with the agri-food industry's most influential media outlet, ***Canadian Grocer***, to welcome a panel of experts who will discuss the ethnic-food market. **Famous Indian-Canadian chef Vikram Vij, who is known for his many successful ventures, will kick things off on May 2 at Allstream Centre**. His speech will be followed up by the presentation of a recent study on ethnic-product consumption trends and recommendations on how to respond to that market.

3. The Only Canada-Wide Show

With more than **400 Canadian exhibitors from 10 provinces**, SIAL Canada is the only exhibition that can showcase **local know-how** and promote it in unique ways through a variety of exceptional events, such as **La Cuisine and Cheese by SIAL**.

SIAL Canada is also proud to lend its support to charitable organizations. To this end, **Daily Bread Food Bank** will receive the surplus food produced at the event, which will then be used by the organization to feed many at-need individuals in Ontario. **In addition, a \$5 donation will be made to the organization from each visitor's entrance fee.**

New Sectors at SIAL Canada!

For each sector, there will be an ambassador—this is SIAL Canada's approach to constantly improving the ways it serves its clients! As part of this show, SIAL Canada is very pleased to be working with the following experts:

- Tia Loftsgard, Executive Director at the Canada Organic Trade Association – ORGANIC expert
- Gurth Pretty, specialty-cheese buyer at Loblaw – CHEESE expert
- Dana McCauley, food-trend consultant – INNOVATION expert

- B.K. Sethi, ethnic-product specialist and consultant – ETHNIC PRODUCT expert
- Jane Dummer, Dietitian, Business Consultant for the North American food & nutrition industry, HEALTH FOOD market expert
- Franco Naccarato, Program Manager at Greenbelt Fund – BUYING LOCAL expert
- Frank Aulino, President of Aulcorp Food Marketers – PRIVATE LABEL expert
- Carol Zweep, Manager of Packaging & Food Labelling Services at NSF International – PACKAGING expert
- Bob Bauer, President of the Association of Food Industries – FDA compliance expert

Inspiring Events!

Olive d'Or: In 2017, Canada's biggest extra-virgin olive-oil contest will celebrate its 12th year! Christine Cheylan will again act as jury president for this latest edition of the show. The Olive d'Or space allows visitors to discover and taste the world's best olive oils, right alongside the experts!

New: The final step in the selection process will take place on the morning of May 2 in the Olive d'Or space! This will be a unique chance to peek behind the curtain and meet the experts that make up the jury.

La Cuisine by SIAL: a space sure to inspire everyone. This year, La Cuisine will host specialists on two very popular topics: **food to go and buying local**, which will kick off with a daily panel discussion organised by OCTA, Greenbelt, and SIAL partner *Foodservice and Hospitality*. Visitors to the show will be invited to whip up a recipe under the guidance of the on-site chefs, all within a friendly atmosphere. It's with **Marc McEwan and chefs from Longo's and Pusateri's** that the hands-on sessions will be held, without forgetting about the presence of the chefs rewarded by the FEAST ON program.

The conferences: not to be missed! The conference program is back with a bunch of new additions and addressing pressing topics. Innovation—which is at the heart of the food industry—is a topic that will be covered, in addition to others, such as organic food, changes within the halal market, and even the behaviours of health-food consumers. **Roughly 40 presentations and workshops await the visitors to the show.**

Cheese by SIAL: SIAL Canada's ultimate event. For its 3rd edition in Toronto, a section was created that is specifically dedicated to the cheese industry! This year, the show expects more than 50 Canadian and international cheese producers. To take things even further, SIAL Canada has produced a program of activities **in collaboration with Gurth Pretty**, the sole purpose of which is to help guide clients in growing their businesses inside this highly promising sector. The focus will be on know-how, exceptional products, and new ideas around consumption!

The experience wouldn't be complete without something to make the visit easier. For this reason, SIAL Canada will provide visitors with **paths that allow for a customised, more efficient experience.** Whether visitors are looking for products that are gluten free, organic, halal, kosher, fair trade, regional, private label, cheeses, ethnic foods, for food-service or convenience stores, sold in the United States, or equipment and technologies, the paths will make sure visitors get to the right place! **This year, two new paths have been added: supply chain and food to go.** These paths are one of a kind in North America and are adapted to exhibitors' offerings within the various available product categories.

About SIAL Canada

SIAL Canada—which includes the SET equipment and technology section—is an integral part of the SIAL network, the global leader in agri-food tradeshows, with eight shows (SIAL Paris, SIAL Canada Montreal, SIAL Canada Toronto, SIAL China, SIAL Middle East, SIAL InterFOOD Jakarta, and SIAL ASEAN Manila) that bring together 14,000 exhibitors and attract 330,000 visitors from 200 countries. Founded in 2001, SIAL Canada is the fruit of three agencies' labour, all of which are shareholders in the event: the ADA (Association des détaillants en alimentation du Québec), the Agri-Food Export Group, and Comexposium.

THE BUSINESS SHOW IS SUPPORTED BY:



Source:
SIAL Canada

Press relations:
Kirsten McNeill / BICOM Communications
kmcneill@bicom.ca // 416 504.1440