



CANADA NAMED COUNTRY OF HONOUR AT SIAL CANADA 2025

A PRIME OPPORTUNITY FOR THE AGRI-FOOD SECTOR

Toronto, Monday, March 24, 2025 – SIAL Canada is proud to announce that Canada has been designated as the Country of Honour for its 2025 edition. This prestigious recognition, developed in collaboration with key institutional partners, goes beyond a title—it is a strategic initiative to position Canada as a global leader in food innovation and trade while fostering innovation, facilitating commerce, and strengthening connections across the global food supply chain.

*"At a time when supply chains, sustainability, and global market conditions are rapidly evolving, Canada continues to lead with stability, ingenuity, and world-class standards," says **Tony Melis, CEO of SIAL Canada**. "From coast to coast, our agri-food industry stands united—driven by a spirit of innovation, a commitment to excellence, and a deep-rooted passion for feeding the world. Canada's strength lies not only in what we produce, but in how we innovate. This designation is a powerful opportunity to shine a spotlight on our best-in-class offerings and strengthen trade ties within Canada and key markets—including the Americas, Europe, Africa and the Asia-Pacific region. This initiative will provide Canadian businesses with an exceptional platform for growth, visibility, and global impact. Whether you are looking to diversify your markets, or source products from Canada and around the world, having a presence at SIAL Canada is vital."*, adds Mr. Melis.

Canada as the Country of Honour : A Global Showcase for Agri-Food Excellence, Sustainable Innovation, and Commercial Leadership

As the Country of Honour, Canada will take centre stage at SIAL Canada 2025, showcasing homegrown innovations, premium products, and emerging industry trends. The event will feature high-impact panel discussions and expert-led conferences addressing the most pressing challenges and opportunities in the food sector today. Exclusive networking opportunities will connect Canadian exhibitors with international buyers, while enhanced promotional initiatives will maximize exposure and engagement for businesses.

This milestone presents a significant opportunity for Canadian companies at all stages of growth, whether looking to expand internationally or strengthen their presence within Canada. With buyers and investors from across Canada and over 77 countries in attendance, SIAL Canada 2025 will open doors to new export opportunities, solidify key trade partnerships, and elevate the profile of Canadian agri-food innovations. Whether targeting global markets or exploring new domestic opportunities, Canadian businesses of all sizes can leverage this platform to maximize their reach, build strategic connections, and reaffirm Canada's role as a leader in food quality, transparency, and cutting-edge innovation.

Ensuring a comprehensive and inclusive representation of Canada's agri-food landscape, this initiative will highlight businesses from coast to coast. Our partners are committed and united in supporting this effort, with industry leaders and government agencies working alongside federal and provincial stakeholders to strengthen Canada's presence at the show. With SIAL Canada bringing together influential players from both the Canadian and global food industries, the 2025 edition presents a prime opportunity to showcase Canada's leadership, drive new business opportunities, and shape the future of food.

Join us in Toronto from April 29th to May 1st as we celebrate Canadian innovation and excellence on the world stage. For more information on participation opportunities, contact jpilon@expocanadafrance.com

SIAL Canada is an integral part of the SIAL network, the world's leading network of trade shows dedicated to the food industry. With 10 professional exhibitions, bringing together 16,700 exhibitors and 700,000 industry professionals from over 200 countries, SIAL is a global powerhouse in agri-food business development. Established in 2001, SIAL Canada is the result of a partnership between three key industry organizations, all shareholders in the event: the Association des détaillants en alimentation du Québec (ADAQ), the Groupe Export agroalimentaire Québec-Canada, and Comexposium. In addition to this strong foundation, the event is supported by Agriculture and Agri-Food Canada (AAFC), the Ministry of Agriculture, Fisheries and Food of Quebec (MAPAQ), the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA), and the United States Department of Agriculture (USDA). As a key driver for North America's food sector, SIAL Canada serves as a vital platform for fostering innovation, facilitating trade, and strengthening connections across the global food supply chain.

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