



SIAL CANADA and SET CANADA 2010

A tremendously successful 7th edition reflects renewed growth!

Montréal, April 27, 2010 – This edition of the North American Food Marketplace (SIAL Canada) and the equipment, technology and service exhibition for the food distribution, hotel, and restaurant industries (SET Canada), held at the Palais des congrès de Montréal April 21 to 23, 2010, signaled a return to growth. This new impetus once again attests to the importance of these key events for all agrifood professionals in North America.

SIAL Canada managing director Xavier Poncin is pleased to announce that the two shows have registered growth for the first time since 2003. "Not only is our event the sole international tradeshow in its field in Canada, it is also the only one to have grown so much in scope, the number of countries represented, and the number of visitors," he explains. "This certainly bodes well as the event begins alternating between Toronto in 2011 and Montréal in 2012. What's more, the fact that both MAPAQ (Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec) and OMAFRA (the Ontario Ministry of Agriculture and Rural Affairs) have officially agreed to support SIAL Canada in 2011 and the coming years will enable us to play a big role in the development of agrifood businesses in Québec, Ontario, other Canadian provinces, and worldwide."

A highlight of the show occurred on the first night during Agri-Food Export Group's 4th Export Gala when Carol Mitchell, Ontario Minister of Agriculture, Food and Rural Affairs, officially welcomed SIAL Canada and SET Canada to Toronto in 2011.

More exhibitors, more attendees, and more countries than ever

This 7th edition of **SIAL Canada** and **SET Canada** brought together **12,759** agrifood professionals from across Canada and over **60** countries, **a 6% increase** over last year. Visitors from the rest of Canada and the United States also turned out in greater numbers, up **54% and more than 25%** respectively over last year's edition.

For the occasion, **544 exhibitors (+5%** compared to 2009) laid claim to more than 170,000 sq. ft. to present the latest in agrifood products, innovations, and trends. International exhibitors attended in greater numbers compared to past years, representing nearly 47% of the total (**37 countries** including Brazil, Morocco, Cyprus, Taiwan, Mexico, Sri Lanka, Italy, Ecuador, and Chile).

The Canadian provinces were also in the spotlight with exhibitors from Quebec, Ontario, Saskatchewan, British Columbia, Nova Scotia, Manitoba, Alberta, and New Brunswick.

Awards for talent

For the fifth year running, the international **Olive d'Or** competition honored the best extra-virgin olive oils chosen from among 100 candidates from 12 countries. The winners were selected by a jury of experts and subsequently exhibited for visitors during the entire tradeshow.

For a third year, the **Trends & Innovations** competition showcased exhibitors' innovative products and North American market trends. Juries selected 10 finalists from among 50 participating products. This year, **Solo Fruit** was awarded a Trends & Innovations 2010 grand prize trophy for its 100% fruit sorbet.

Meeting places

SIAL Canada introduced a new feature this year: **The Cuisine**, a space where great Canadian and international chefs gave live demonstrations on the hot new culinary trends, as well as cooking techniques, food preparation, and a whole lot more during the three-day show.

Much more than just a show with exhibitors, the event was a place where attendees could learn about the connection between nutrition and health in order to better meet new consumer needs. The **Eaters Under Influence** conference series used the theme "feed me" to shed light on new developments in the agrifood sector in terms of innovation and sustainable engagement, and discussed food product innovations and improvements.

State-of-the-art equipment at SET Canada

The SET Canada show ran concurrently to SIAL Canada. SET Canada is a unique national event showcasing food distribution, hotel, and restaurant equipment. It helps professionals stay at the cutting edge of technology and innovation. This year, special new sectors were added to the exhibition: **SET Retail** for food stores and **SET Food Service** for hotel, restaurant, and food service professionals.

SIAL Canada sincerely thanks Agriculture and Agri-Food Canada, Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec, Association des détaillants en alimentation du Québec, Agri-Food Export Group Quebec-Canada, and Aliments du Québec, as well as all our other partners who helped make this annual event a success.

About SIAL Canada

SIAL Canada is an agrifood tradeshow of the SIAL international network, which includes five tradeshows on five continents (France, Canada, Argentina, China, and the United Arab Emirates), 9,300 exhibitors from over 100 countries, and 216,000 visitors from over 200 countries. SIAL Canada is an outstanding platform for exploring business opportunities while networking with professionals. SIAL Canada was launched in 2001 in partnership with Association des détaillants en alimentation du Québec (ADAQ), Agri-Food Export Group Quebec-Canada, and Expositium.

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