



The 2011 Edition of SIAL Canada and SET Canada marks the beginning of alternating years between Toronto and Montreal

After 7 Editions in Montreal, Toronto will host the 2011 edition of the International Food Show (SIAL Canada) and the National Hotel and Restaurant Equipment Show (SET Canada)

MONTREAL, February 2, 2010 – The International Food Show (SIAL Canada) and the National Hotel and Restaurant Equipment Show (SET Canada) will welcome exhibitors and visitors to the Metro Toronto Convention Centre for the first time in 2011 from May 11-13. It will then alternate between Montreal during even years and Toronto during odd years. Food industry professionals can meet and discover the latest trends and products that will soon be appearing both on grocery shelves and on our dinner plates. The 2011 edition of SIAL Canada in Toronto is a must-attend event for all the latest trends!

Montreal and Toronto – Two Markets to Explore

"This new destination marks the beginning of alternating years between Toronto and Montreal," explained Xavier Poncin, director of SIAL Canada. For English Canada, it will be the new reference point for the industry. The organizers hope that SIAL Canada in Toronto will soon become an international venue for the development of new food products similar to what Montreal has achieved during the previous seven editions of the show. The Toronto edition will feature both Canadian and international offerings plus the introduction of exciting new products from new countries, along with new food discoveries. "Our objectives are ambitious. We want to make SIAL and SET memorable experiences in the North American food industry and increase our presence in Western Canada," explained Xavier Poncin.

Background Information on SIAL Canada

SIAL Canada is a professional food show and is part of the international SIAL network that consists of five shows on four continents (France, Canada, Argentina, China and United Arab Emirates), 9,300 exhibitors from more than 100 countries and 216,000 visitors from over 200 countries. The show represents an exceptional platform for business development while maintaining ties among business professionals. SIAL Canada was launched in 2001 in partnership with the Quebec Food Retailers Association, the Quebec-Canada Food Export Group and Expositum. For more information, please visit : www.sialcanada.com.

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