

Order books full for the 2016 edition of SIAL Paris

At a time when food is expected to perform, inspiration is SIAL's inimitable trademark.

Thursday 20 October 2016, 4pm.

It's just one hour before the doors of the world's largest food fair (held between the 16 and 20 October at the Parc des Expositions, Paris-Nord Villepinte) will close for this edition – an edition in which vitality and ambition have played a central role. This year's figures confirm both SIAL's leadership and its influence on international food markets, foodservices and PAIs. They also reflect the extent to which IAA competitiveness is based on innovation, and how the fair has helped forward-thinking food industry players (resolutely turned towards 2050) to meet the right people. We can safely say that this year, SIAL Paris has succeeded in its mission to help face the food challenges of both today and tomorrow.

7000 exhibitors (85% international) and even more brands attracted around 155 000 visitors, 70% from abroad. That's hundreds of buyers and players from all food sectors, all across the world. 120 official international visitors, and 250 "events within the event" have highlighted the food world's economic and political current affairs, placing strategy at the heart of SIAL too. There were 2189 candidates for the SIAL Innovation Awards – that's 10% of worldwide innovation – and 15 prize winners. All of this confirms SIAL's role as a catalyst for global economic trade.

Looking back over the event, one more thing stands out: the determination of French brands to grow internationally by proposing innovative, intelligent products for export – a reassuring sign of things to come.

"The profiles of our national and international visitors is proof of the quality of our offer. We are very proud to say that all of SIAL's participants – both exhibitors and visitors – have once again helped us to turn this fair into the major international event for agribusiness – a highly strategic sector..." said Nicolas Trentesaux, Director of SIAL Network.

INNOVATION, BUSINESS AND INTERNATIONAL TRADE ON THE RISE AT SIAL Paris 2016

Ever faithful to its slogan "look deeper", and to celebrate World Food Day, SIAL made Paris the food planet capital for innovation by organising the conference "Sustainable Food and Innovation – the 21st-century Challenge" at the Quai d'Orsay (French Foreign Affairs Ministry). It allowed all the sectors concerned to share practical and inspiring initiatives to address the global food challenge – something that will undoubtedly kick-start a new era. It also made the event an invaluable tool for discerning sustainable consumption patterns. Under the guidance of its partners Fancy Food Show, XTC world innovation, KANTAR TNS and the 28 World Tour partners, SIAL Innovation has undoubtedly reinforced the legitimacy and expertise of SIAL in terms of perspective and foresight.

SIAL is an effective place to perform business: it acts as both a laboratory and an observatory for supply and demand, in all languages (for food innovation, trends and business opportunities), and ultimately ends with full order books.

SIAL Paris has also played an important role in facing major market challenges and enhancing the dynamism of the food industry on an international level by getting numerous dignitaries, government members, ministers, politicians and scientists (on official visits) to think about the future of food – thus opening the debate around key themes such as the future of the sector in France and in the world.

SIAL Paris, LIVE INSPIRATION

At the heart of the show, the SIAL TV studio welcomed the movers and shakers of the food world. Hundreds of onlookers watched interviews, roundtables, debates and conferences each day during the 5-day event.

In the halls, 250 events brought the fair to life, highlighting the challenges of the food industry and attempting to provide the answers. Led by the Michelin-starred chef Joël Robuchon (the event's patron), La Cuisine celebrated the expertise of international chefs, who tantalised the taste buds of hundreds of guests. The new drinks hall, 5C, was inaugurated with a pyramid of champagne and cocktail competitions, while barbecues and cooking demonstrations paid tribute to the gastronomic specialities of Latin America in hall 8.

EXCEPTIONAL WELCOME TOOLS FOR VISITORS

Apps, geo-localisation, match-making, themed trails, programmes, SIAL Innovation guide and directory, business areas, connected relaxation zones, a concierge service, SIAL Shop, shuttles within the park... SIAL Paris 2016 multiplied its tools and services to help visitors optimize their visit, thus "guiding" professionals towards the parts of the show they really needed.

SIAL Network is the world's largest network of food and drink fairs. Its 7 regular salons (SIAL Paris, SIAL Canada Montreal and Toronto, SIAL China, SIAL Middle East, SIAL ASEAN Manilla and SIAL InterFOOD in Jakarta) bring together 14 045 exhibitors and 324 400 visitors from 194 countries. Follow SIAL Network on Twitter, LinkedIn, Youtube, www.sialparis.com - www.sial-network.com

The SIAL network covers other fairs across the globe, including:

SIAL Canada

Toronto: 2-4 May 2017
Montreal: 2-4 May 2018

SIAL Middle East

Abu Dhabi: 5-7 December 2016

SIAL China

Shanghai: 17-19 May 2017

SIAL ASEAN

Manilla: 7-9 June 2017

SIAL InterFOOD

Jakarta: 9-12 November 2016

SIAL Paris will be back from the 21 to 25 October 2018

www.sialparis.com

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