

PART OF THE GRAND SIAL GLOBAL NETWORK, SIAL VIETNAM DEBUTS IN NOVEMBER SHOWCASING GLOBAL FOOD TRENDS AND TECHNOLOGIES

HO CHI MINH CITY, 4 March 2026 – SIAL Vietnam will officially launch from November 11 to 14, 2026, at the Saigon Exhibition and Convention Center (SECC) in Ho Chi Minh City. This event represents a significant milestone in the global roadmap of the SIAL Network, enhancing a prestigious network that already connects major global hubs such as Paris, Shanghai, Guangzhou, Jakarta, Mumbai, Montreal, Toronto and Kuala Lumpur.

SIAL Vietnam serves as a crucial benchmark event for professionals in the food industry, designed to foster business connections, showcase significant innovations, and highlight the latest trends in global food production.

Adding to its strength, SIAL Vietnam will take place concurrently with the Food Expo International 2026 at the same venue. This gathering represents the largest, most distinguished, and most esteemed food industry event in Vietnam and the surrounding region. This strategic setup enables visitors to easily navigate the entire exhibition area. It provides opportunities for business owners to discover Vietnam's finest traditional products alongside cutting-edge global food innovations—all in one location.

As part of the SIAL network, the launch of SIAL Vietnam will also engage with the SIAL Society—an exclusive international initiative connecting the most strategic and influential food buyers from the entire SIAL Network. This program provides access to 700,000 professional visitors and international buyers from 205 countries. It serves as a powerful platform for exhibitors to connect directly with high-level, pre-qualified buyers who are actively seeking new products, partnerships, and business opportunities. This distinctive feature sets SIAL Vietnam apart from other similar exhibitions in the region.

“As the world’s first network of B2B food exhibitions, the SIAL Network continues to strengthen its presence across markets that are strategically important for food industry players and where the food industry’s growth and innovation are happening. The launch of SIAL Vietnam represents a key step in expanding the network’s global coverage, reinforcing our ability to connect food ecosystems, business communities and innovation platforms through a unified international framework.”

Nicolas Trentesaux CEO SIAL Network

SIAL Vietnam 2026 is positioned as a comprehensive international platform, featuring a wide variety of participants to meet the needs of today’s industry. It encompasses numerous sectors within the food and beverage industries, such as Chilled & Frozen Food, Coffee & Tea, Sweet & Confectionery, Convenient & Ready-to-Eat Food, Alcoholic & Non-Alcoholic Beverages, Cereals, Edible Fruit & Nuts, Food Processing & Packaging Technology, Oil Spices & Condiments, and others.

Agus Riyadi, Director of Seven Vietfair Exhibition Company Limited, shared his excitement for the inaugural event, stating, “The launch of SIAL Vietnam represents a pivotal moment for the regional food industry. By hosting this international event in Ho Chi Minh City, we are not merely organizing an exhibition, we are establishing a vibrant platform where global innovation intersects with local

potential. We aim to equip business owners with the necessary tools and networks to excel in an increasingly competitive global market,” said Agus.

SIAL Vietnam is dedicated to providing an innovative exhibition standard that addresses the future challenges of the industry. This event is anticipated to not only act as a gateway for global businesses to expand their networks within Vietnam’s rapidly growing market but also to create a significant positive impact on agricultural exports and enhance food supply chains throughout Southeast Asia.

About SIAL Network

SIAL Network is the world's leading network of food and beverage exhibitions, bringing together 17,000 exhibitors and 700,000 professional visitors from 205 countries through 12 regular shows: SIAL Paris, SIAL Canada (Montreal and Toronto), SIAL in China (Shanghai and Guangzhou), SIAL Interfood (Jakarta), SIAL India (Mumbai), Food & Drinks Malaysia by SIAL (Kuala Lumpur), Gourmet Selection by SIAL, the Cheese and Dairy Products Show, and Djazagro in Algiers.

About Comexposium Group

Comexposium is one of the world’s leading organizers of professional and consumer events. The Group organizes 400 trade shows, exhibitions, conferences and one-to-one meetings in 80 cities across 20 countries, including SIAL, the world’s leading network of events for food industry professionals; Wine Paris and Vinexpo, the leading global network of business events dedicated to wines and spirits; Who’s Next; Foire de Paris; Retromobile; the Salon du Chocolat; Silmo; iMedia; ad:tech, etc.

Comexposium brings together communities of professionals and enthusiasts around the world through an omnichannel strategy designed to meet the real needs of its clients. Headquartered in Courbevoie (Île-de-France), the Group employs 1,200 people across its various subsidiaries.

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