



THE 2017 EDITION OF SIAL CANADA

The SIAL International Food Tradeshow is pleased to announce that the European Union will be the region of honour for its 14th edition in Toronto!

Montreal, November 22nd, 2016

SIAL Canada - the SIAL international food show in North America - is back in **Toronto from May 2 to May 4, 2017 for its 14th edition**, which promises to feature numerous novelties. Held at Montreal's Palais des Congrès in April 2016, the most recent edition was a record breaking one, and boasted an all-time high of **930 exhibitors** as well as an increase of **17% compared to 2014** in terms of number of attending industry professionals, making it a historic year for the show. In fact, close to **17,500 visitors** from across Canada and from **67 countries** passed through the aisles during the 2016 edition. After this unprecedented success, the Toronto edition is already looking to beat these numbers!

The European Union Honoured

With its return to Toronto, SIAL Canada is pleased to position itself as the only show in Canada that has adapted itself to changes in terms of consumer trends, political conditions, and the economic landscape. **SIAL CANADA is proud to welcome the European Union as the region of honour for its 2017 edition in Toronto.** Now that CETA—Canada's most significant free-trade initiative since NAFTA and the broadest trade agreement that Canada has ever undertaken—will come into force in 2017, there are tremendous possibilities arising for the food industry. Given that the EU is the biggest player on the global food-trading scene, it's easy to understand why it's Canada's 2nd largest and most influential partner after the US. The value of bilateral trade in goods between the EU and Canada was €63.5 billion in 2015. Moreover CETA represents a whole new world of trading opportunities for Canadian companies from coast to coast.

Putting forward the EU as the region of honour is also about opening up the Canadian market to all industry players—especially local and international exhibitors. Through this historic trade agreement, SIAL Canada will support, educate and create groundbreaking new opportunities for food business professionals.

EU Commissioner Phil Hogan to attend SIAL Canada

SIAL Canada is honoured to announce that, **Phil Hogan**, Member of the European Commission responsible for Agriculture and Rural Development, **will be in attendance at SIAL Canada with a business delegation of approximately 60 companies** for this exciting new edition of the show. Honouring the European Union—with the help of the European Commission through their promotional policy under the slogan "*Enjoy! it's from Europe*"—also serves to open the North American and European markets to the industry as a whole. The 1,200-ft² European pavilion will be dedicated to demonstrate the accessibility, quality and diversity of the EU products. Well adapted to new consumer trends in North America, they should impress every industry professional.

To stay up to date with the latest from the tradeshow, visit sialcanada.com and sign up for our newsletter.

About SIAL Canada

SIAL Canada, which includes the SET equipment and technology section, is an integral part of the SIAL network, the leading global network of shows dedicated to the food industry, with eight shows (SIAL Paris, SIAL Canada Montreal, SIAL Canada Toronto, SIAL China, SIAL Middle East, SIAL InterFOOD Jakarta, and SIAL ASEAN Manila) that bring together 14,000 exhibitors and 324,400 visitors from 200 countries. Established in 2001, SIAL Canada is the fruit of three agencies' labour, all of whom are shareholders in the event: the ADA (Association des détaillants en alimentation du Québec), the Agri-Food Export Group Quebec-Canada, and Comexposium.



Source:
SIAL Canada

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