

**www.sialparis.com - Your contact for exhibiting:**

The SIAL teams are available to help you prepare your event.

Email: [exhibit@sialparis.com](mailto:exhibit@sialparis.com) - Tel: +33 (0) 1 76 77 13 33 - Fax: + 33 (0) 1 53 30 95 15

## Develop your Organic Products business by taking part in SIAL 2012!

### Meet buyers who come especially for Organic Products:



- More than **26,000 visitors** to SIAL 2010 stated that they had an interest in Organic Products, the demand having risen since the previous exhibition (+12%).
- **93%** considered that their visit enabled them to discover products they did not know of prior to the show.
- **89% of visitors** to the Organic Products sector were satisfied with their visit.

### Le SIAL means:

- 5 days to get known, to boost your export business and to develop sales leads
- 136,381 visits in 2010, 62% of which were by international visitors, from 200 countries
- 66,827 retail visitors
- 23,185 foodservice visitors
- 5,838 exhibitors in 2010, 81% of whom were international exhibitors, from 106 countries
- 1,800 exhibitors stated that they had products to offer for foodservice

In 2010, exhibitors in the Organic Products sector welcomed **129 visitors per stand on average, 59% of whom were new contacts.**

## 22% of visitors come only to SIAL

### Visitors can talk about it much better than we can ...

**Daniela BRANKOVIC** - INTER BIO FRUITS - France

"Very important international fair. Very important for our company because its market target is France and some other European community members. Important contacts with potential buyers".

- **680 exhibitors** displayed Organic Products at SIAL 2010,
- **70% rise in the offering,**
- **60% international exhibitors** - 40% French exhibitors.

## A comprehensive range of Organic Products is on display at SIAL:

- Organically farmed products such as dairy products, meat, poultry, seafood, fruit and vegetables, confectionery, grocery products, frozen foods, beverages, ingredients, food supplements, etc.



## Exhibitors who displayed Organic Products at SIAL 2010 included:

ALB-GOLD TEIGWAREN (DE), ALCE NERO & MIELIZIA (IT), ALPES BISCUITS (FR), ARIZA (NL), BERRIFINE (DK), BIO AUSTRIA (AT), BIOFINO (DE), BIO SUISSE (CH), BODIN LA VOLAILLE BIO (FR), CONFIBIO (FR), DE HALM (NL), DEMETER (IT), DISTRIBORG GROUP (FR), DOENS FOOD INGREDIENTS (NL), ECOMEL (NL), ELITE NATUREL ICECEK (TR), EURO-NAT (FR), FRANCE ALTER ECO (FR), FIORENTINI ALIMENTARI (IT), FLAVOMIX (RU), LOIRET & HAËNTJENS (FR), MONDOBIO (DE), OH LÉGUMES OUBLIÉS (FR), POWERBRANDS (DK), RAIPONCE (FR), SANORICE (NL), TUCHEL & SOHN (DE), VITAGERMINE (FR), VITA SYMBIOSE (FR), VITZ DRINKS (IE), ...



SIAL communicates with the visitors before, during and after the exhibition:



## Before the show with:



- **International promotion** via a network of **60 Agents** covering 120 countries and acting as true professional and institutional relays,
- **Direct marketing campaigns** targeting **mass retail** (central purchasing groups, large- and medium-scale retail stores, hard discounters), speciality retail (wine merchants, gourmet food stores, etc.), trading (wholesalers, import-export), **commercial and institutional catering** and foodservice retail/wholesale,
- **A media plan:** 700 articles or mentions in the French and international trade press (400 publications spanning 42 countries) specialising in retail (LSA, LARGO CONSUMO, RUNDSCHAU FÜR DEN LEBENSMITTELHANDEL, DISTRIBUTION ACTUALIDAD, SUPERMARKET NEWS, THE GROCER, etc.) and foodservice (NEORESTAURATION (France), L'HOTELLERIE (France), CATERING (Belgium), CATERNEWS (Spain), CHEF MAGAZINE (USA), TRADE NEW RESTAURATEUR (Russia) and CATERER & HOTELKEEPER (UK), etc.),
- **6 press conferences in France:** wide-ranging, nutrition, food design, wines, retail-foodservice, and innovations
- **Press conferences in 20 countries** (Germany, Brazil, Belgium, Spain, Canada, China, etc.),
- **Internet:** spotlight on Retail and Foodservice on [www.sialparis.com](http://www.sialparis.com),
- **E-communication:** a monthly e-news and special issues on target markets (retail, foodservice, etc.).

## During the exhibition:



- **Visiting guides, designed for specific targets** (retail, foodservice, etc.),
- **Theme trails** (Halal products, Kosher products, Rare and exceptional products, Responsible approach and fair trade products, Organic foods, Officially certified quality labels, Store brands, Takeaway foods, Ready-prepared dishes, Nutrition, Semi-processed food products and ingredients, etc.)
- **A Pictogramme to easily find exhibitors** with a foodservice offering,
- **SIAL Innovation Book** to discover the exhibition's innovative offering, including an analysis of foodservice consumer trends (jury of foodservice experts),
- **Conferences, events and features:**  
**LA CUISINE BY SIAL:** an area where chefs demonstrate how exhibitors' products can be used and where products are tasted at the new VIP restaurant, **SIAL INNOVATION OBSERVATORY**, **SIAL D'OR**, **DISNEY SIAL AWARD**, **SIAL TV:** the brand new SIAL television set with all the global food news transmitted live.

### A FEW EXAMPLES OF CONFERENCES AND ROUND TABLES ON ORGANIC PRODUCTS:

- ↘ As part of the Sustainable Development conferences: **BETTER TOMORROW PLAN: How did Sodexo define its new sustainable development agenda?** Speaker: Dolores LARROQUE - GROUPE SODEXO - Communication and Stakeholder Relations Support Manager – France.
- ↘ **AN ENTRY TICKET TO MASS RETAIL IN FRANCE. Why don't foreign products easily find their way into French facings?**  
Speakers: Laurent LOCURCIO - LSA -France, Alain DESRUES - AG2F - France, and Fabienne BISTER, MOUTARDES BISTER - France.
- ↘ In the Nutrition Village: **NUTRITION AND ECOLOGY: how will consumer choices develop in the future?**  
Speakers: Monika PEARSON, NATIONAL FOOD ADMINISTRATION Nutritionist - Sweden, Sandrine RAFFIN - LINKUP Founder/Chairman - France, Jean-François SAUTEREAU - BUFFALO Chairman & Managing Director – France, Stéphane MARCEL - TNS SOFRES – Marketing Director & Developpement – France.

## After the exhibition:

- Store visits scheduled,
- Restaurant visits scheduled ,
- Exhibitor list published on the SIAL website: [www.sialparis.com](http://www.sialparis.com)

**MEDIA COVERAGE, GENERATING IMPACT BEFORE, DURING AND AFTER THE EXHIBITION MORE THAN 2,000 PRESS SPIN-OFFS IN FRANCE AND WORLDWIDE**

**Spotlight on France:** 1,306 press articles - 40 TV appearances - 61 radio slots

## Organic Products and Innovation

A highly innovative sector: 89% of exhibitors in the Organic Products sector display new products.



### SIAL Innovation Observatory: looking ahead



How to interpret the exhibition's innovative offer and analyse consumer trends.

**Visited by 2 out of 3 visitors!**

### SIAL INNOVATION AWARD given to:

**Essential Oil Crystals** crystallised blue agave pulp steeped in essential oils for seasoning **FLORISENS** (FR).

#### A SELECTION OF THE NEWORGANIC PRODUCTS:

Organic truffle almonds **URBANI TARTUFI SRL** (IT), **Ananda Chocolate** organic chocolate in eco-friendly wrapping **AMIGOS INTERNATIONAL RESPONSIBLE TRADE & CONSULTANCY** (NL), **Biscuit Bio Regent's Park** energising organic spelt biscuit **FRESH FOOD VILLAGE** (FR), **Bjorg bébé et enfant** a range of health products for infants and children **DISTRIBORG** (FR), **Brum'** organic aromatic preparation of essential oils in spray form **MB AROMES** (FR), **Carrot preserve** organic carrot jam **AURELI MARIO** (IT), **Chocolat Alter Eco** organic fair trade chocolate **ALTER ECO** (FR), **GIANCARLO POLENGHI** Organic lemon in eco bottle organic lemon juice in an eco-friendly bottle **POLENGHI GROUP** (IT), **Deca Aqua** organic fair trade coffee, decaffeinated with water **MALONGO** (FR), **Kid's Pasta** organic pasta in animal shapes for children **ALB-GOLD TEIGWAREN GmbH** (DE), **Organic pulses** organic dried and preserved vegetables **SABAROT-WASSNER** (FR), **Penotti Bio** organic spread from the fair trade channel **PEETERS PRODUKTEN BV PENOTTI** (NL), and more.

## SIAL D'OR



SIAL D'OR is a world tour of commercially successful foods in supermarkets, in 30 countries.

### SIAL D'OR in 2010 :

- **Bio Collection** a collection of organic sweets made with vegetable juices **CONFAEL** (RU).

## MONOPRIX selection



During SIAL 2010, Groupe Monoprix selected 10 Trends & Innovations products and offered to sell them in Monoprix stores throughout France during Les Jours Essentiels, from 17 to 28 November 2010.

- **Smoothies confiturés bio** for slimming and well-being, 100% fruit, with no added sugar **COMTES DE PROVENCE (AGRO'NOVAE)** (FR).

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