

www.sialparis.com - Your contact for exhibiting:

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

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

Develop your Meat business by taking part in SIAL 2012!

Meet buyers who come especially for you:



→ **36,000 visitors** stated that they had an interest in Meat at SIAL 2010.

→ **90%** considered that their visit had enabled them to discover products they did not know of before the show.

→ **89% of visitors** to the Meat sector were satisfied with their visit.

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 displaying **meats and fresh tripe** welcomed on average **247 visitors** per stand, and those displaying **fresh poultry and game** **210 visitors** per stand (compared with 157 average for the exhibition overall), **29% of whom were new contacts.**

22% of visitors come only to SIAL

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

Franck HIRO (Research & Development) - RUNGIS VOLAILLE PLUS - France "SIAL is a meeting place where you can discuss business and therefore progress. It helps us to keep in contact and develop better relationships with our partners. Also, the exhibition makes us more receptive to the world and its new products and services".

Habib REHMAN (Chairman) - CHICKEN COTTAGE INTERNATIONAL - Pakistan "I think SIAL is fantastic and I benefited greatly from this exhibition, which provided me with newly marketed products, and products with potential to enhance my business. I would highly recommend this show to anyone seeking the opportunity to improve their business".

- **More than 400 exhibitors** displayed Meat at SIAL 2010.
- **An excellent showcase for the international meat offering** with massive turnout by Latin America (Argentina, Brazil, Chile, Paraguay and Uruguay), the USA, South Africa, India, and the leading European countries (Germany, Denmark, France, Ireland, the Netherlands, United Kingdom, and Belgium).
- **A sector representing the global poultry market** with strong presence from the USA, Brazil and the European Union.
- **73% international exhibitors - 27% French exhibitors.**
- **86% of exhibitors** in the Meat sector **were satisfied with their SIAL 2010 event.**

A comprehensive range of Meat is on display at SIAL:

- meats of all types: beef, veal, mutton, lamb, pork, horse (carcasses, vacuum-packed meat and offals, fresh meat packed in slices/portions, freshly minced meat, fresh offal and tripe, etc.),
- poultry and game of all types, capons and chickens, turkeys, rabbits, game, fresh foie gras (giblets, poultry fats, poultry cuts, etc.).



Exhibitors who displayed Meat at SIAL 2010 included:

MEATS: ABBEYFIELD FOODS (IE), ABP-ANGLO BEEF PROCESSORS (GB), ALLANASONS (IN), AL-QURESH EXPORTS (IN), BELGIAN MEAT OFFICE (BE), BERNARD-JEAN FLOC'H (FR), CANADA PORK INTERNATIONAL (CA), CHEVIDECO (BE), CIPA (FR), COOPERL ARC ATLANTIQUE (FR), DAMIEN DE JONG (FR), EBLEX (GB), GROUPE GAD/CEDRO (FR), HYBU CIG CYMRU - MEAT PROMOTION WALES (GB), INTERBOVI (FR), JBS (US), JESTIN (FR), KEPAK GROUP/AGRA TRADING (IE), LEM CARNI (IT), MARFRIG ALIMENTOS (BR), MATHIAS INTERNATIONAL (NZ), MERIDIONAL MEAT (BR), NOWACO (DK), PAMPAMEAT (BR), QUALITY MEAT OF SCOTLAND (GB), RIVASAM (ES), SCOTBEEF LTD (GB), SOVINTEX (FR), SUDAMBEEF TRADING (UY), VANDRIE GROUP (NL), VAN LUIN FOOD GROUP (NL), VESTEY FOODS GROUP (GB), VION FOOD GROUP (DE), ZWANENBERG FOOD GROUP (NL), AND MORE.

POULTRY: BRF-BRASIL FOODS (BR), BPI (DK), CORICO EXPANSION (FR), DELI OSTRICH (BE), DOUX (FR), EUROPA CUISSON (BE), FAYE GASTRONOMIE INTERNATIONALE (FR), FBI FOOD GROUP (NL), GRAM FRANCE (FR), HOUDEBINE (FR), LDC (FR), LOEUL ET PIRIOT (FR), PERDUE FARMS (US), PLUKON ROYALE GROEP (NL), PROFUMA (BE), RASIC HNOS (AR), RONSARD (FR), SAVEL (FR), SECOUÉ (FR), STORTEBOOM (NL), TYSON FOODS (US), VOLYSTAR (BE), WIESENHOF INTERNATIONAL (DE), ...



The pork meat offering is available in the Cured Meats sector:

ALCISA (MX), AXURIA (FR), BERETTA (IT), CASADEMONT (ES), CHARCUTERIE BORDELAISE (FR), CHARCUTERIE VENDÉENNE (FR), C. MARION (FR), CITTERIO (I), COMBIER (FR), CONSORCIO DEL JAMÓN SERRANO (ES), CONSORTIUM DU JAMBON DE BAYONNE (FR), CONSORZIO DEL PROSCIUTTO DI PARMA (IT), DEKO (BE), DELITIV (BE), DETRY (BE), DOBBELS MEAT (BE), DS FRANCE (FR), DV FOODS (BE), GEORGES THIOL (FR), GIRONA FOODS (ES), GOIKOA (ES), GRILLY (AT), HENRI RAFFIN (FR), H & E REINERT (DE), JEAN HÉNAFF (FR), JOMI (IT), LA BELLE HENRIETTE (FR), LEONCINI (IT), LOSTE GRAND SALOIR (FR), MADEOFOODS (FR), MENDELSPECK (IT), MONTS INTERNATIONAL (ES), NOBRE (PT), NOEL ALIMENTARIA (ES), PIERRE MILLERET (FR), RASPINI (IT), RENZINI (IT), REVISAN (ES), RUGGER-LENTI (IT), SACOR-BASTIDES SALAISONS (FR), SAGEM (IT), SALAISONS DES OLONNES (FR), SAN VINCENZO DI FERNANDO (IT), VERONI (IT), ...

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), specialty 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,
- **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 MEAT:

↘ **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: **NUTRITIONAL VALUE OF MEAT: each continent has its own particularities.** Speakers: Gilles GANDEMER - INRA - France, Maureen STRONG - Responsible Nutrition - BRITISH PIG EXECUTIVE - United Kingdom, Véronique DROULEZ - Responsible Marketing, Nutrition - MEAT & LIVESTOCK AUSTRALIA - Australia.

After the exhibition:

- Store visits scheduled,
- Restaurant visits scheduled,
- Exhibitor list published on the SIAL website: 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

Meat and Innovation:



SIAL Innovation Observatory: looking ahead



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

Visited by 2 out of 3 visitors!

A SELECTED NEW MEAT PRODUCT:

HACKPLUS preparation of minced meats combined with vegetable protein
VION FOOD GROUP (DE), and more.

SIAL D'OR



A world tour of commercially successful foods in supermarkets in 30 countries.

- **Tilman's Toasty - Der Geflügelsnack zum Toasten** a frozen chicken snack developed for toasters **TILMAN'S FLEISCH & CONVENIENCE GmbH** (DE).

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