

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 Tinned and Preserved Products business by taking part in SIAL 2012!

Meet buyers who come especially for you:



- **20,000 visitors** stated that they had an interest in Tinned and Preserved Products (+12% compared with the previous exhibition) at SIAL 2010.
- **91%** considered that their visit had enabled them to discover products they did not know of before the show.
- **89% of visitors** to the Tinned and Preserved Products 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 Tinned and Preserved Products welcomed **177 visitors per stand on average** (compared with 157 average for the exhibition overall), **48% of whom were new contacts.**

22% of visitors come only to SIAL

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

Philippe DUPONT (Buyer, Importer) - SIMPLY MARKET - France : "SIAL means the whole world right near Paris, a must-go, essential event to attend. An exhibition for meeting people, discussing business and discovering new products".

- **More than 800** exhibitors displayed Tinned and Preserved Products at SIAL 2010, an offering up by 40% since the previous exhibition.
- **70% international companies** headed by Italy, France, the Netherlands, China, and Thailand in terms of participation rates.

A comprehensive range of Tinned and Preserved Products is on display at SIAL:

- Canned vegetables, fruits, tomatoes, tomato sauces and concentrate, mushrooms, seafood, meat, foie gras, international dishes, etc.



Exhibitors who displayed Canned Products at SIAL 2010 included:

ALLIANCE TUNA INTERNATIONAL (PH), ASIA EXPRESS FOOD (NL), ATTIANESE (IT), BORDE (FR), CALVO DISTRIBUCION ALIMENTARIA (ES), CAMPOSOL (PE), CHANCERELLE WENCESLAS (FR), CHARLES FARAUD (FR), CHINA AUTO CAIEC (CN), COMPAGNIA MERCANTILE D'OLTREMARE (IT), COROOS CONSERVEN (NL), COVI (FR), DELOUIS (FR), DEMASA HEARTS OF PALM (CR), GLOBAL GREEN FACTORY (BE), JEAN HÉNAFF (FR), LA DORIA (IT), LUTÈCE (NL), MUTTI (IT), NATIONAL FOODS COMPANY (IT), OLAM INTERNATIONAL (SG), PEBEYRE TRUFFES (FR), REITZEL INTERNATIONAL (FR), RUGEN FISCH (DE), SABAROT-WASSNER (FR), TARGETER (GB), THAI UNION MANUFACTURING CO (TH), QINGDAO COUNTREE FOOD (CN), TOUPNOT (FR), URBANI TARTUFI (IT), WATANMAL BOOLCHAND (HK), ...



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** 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 TINNED AND PRESERVED PRODUCTS:

↘ **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 DESRUJES - AG2F - France, and Fabienne BISTER - MOUTARDES BISTER - France.

↘ **In the Nutrition Village: How can consumption of fruit and vegetables be leveraged?**

Speakers: Jean SALES - INTERFEL APRIFEL - France, Lucie GRANGE – Account manager - HOOGSTEDER - Netherlands, Andréia GENTILINI MILAN - Project Coordinator - WINES OF BRAZIL - Brazil, Jean François EZQUERRA – Director - ÉVIDENCE DE LA NATURE - France, Aline PERRAUDIN - Journalist - SANTÉ MAGAZINE - France, Raquel ROHDEN, GRAPEJUICE OF BRAZIL - Brazil.

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

Tinned and Preserved Products and Innovation

A particularly innovative sector:
79% of exhibitors in the Tinned and Preserved



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 SELECTION OF THE NEW TINNED AND PRESERVED PRODUCTS:

Initiation in foie gras a boxed set with a tasting guide for learning about foie gras
CASTAING FOIES GRAS (France), **Mouettes d'Arvor** fish mousses made from elaborate recipes
CONSERVERIE GONIDEC (France), and more.

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