

**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 Health Products business by taking part in SIAL 2012!

Meet buyers who come especially for you:



→ **Some 17,000 visitors** (+18% compared with 2008) came to the Health Products and Food Supplements sector at SIAL 2010.

→ **95%** considered that their visit had enabled them to discover products they did not know of before the show.

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

In 2010,  
exhibitors displaying  
Health Products and Food  
Supplements welcomed  
**132 visitors** per stand  
on average, **61% of  
whom were new  
contacts.**

### 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

## 22% of visitors come only to SIAL

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

**Olivier NOUVEL** (Commercial) - NUTRITION ET SANTE – France *"You find the whole food world at SIAL, and can tour the entire culinary planet in just 5 days. As for our company, we take this opportunity to meet our clients face to face. The exhibition provides wide range of global innovations in concentrated form".*

A comprehensive range of products for well-being is on display at SIAL:

- **200 exhibitors** displayed Health Products and Food Supplements at SIAL 2010, an offering up by **30%**.
- **67% international exhibitors.**

Health Products of all types are on display at SIAL:

- Slimming, high-protein, products for sportsmen and sportswomen, herbal medicines, food supplements in all forms (capsule, powder, etc.), allergen-free foods, dietary products, etc.



Exhibitors of Health Products and Food Supplements at SIAL 2010 included:

ALTIS KOLIN (CZ), BJØRGE OCEAN (NO), COMVITA (GB), COSTA D'ORO (IT), DISTRIBORG (FR), EMCO SPOL. (CZ), KLASJE CELJE (SI), LACTALIS INTERNATIONAL NUTRITION SANTÉ (FR), LABORATORIOS ORDESA (ES), MAC'CORN (FR), MOLINO NICOLI (IT), PRO DIETIC RDP (FR), THE CHIA COMPANY (AU), VSI (NL), WALDEN FARMS (AU), WEIDER GERMANY (DE), ...



**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.),
- **A specific Health Products and Nutrition media plan:** CB NEWS SANTÉ (France), NUTRITION INFOS (France), NUTRIFORM MAGAZINE and ACTIF'S MAGAZINE (France)
- **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 HEALTH FOODS:

- ↳ **In the Nutrition Village: Food supplements help to safely preserve well-being**  
Speaker: Christelle CHAPTEUIL - GROUPE VIVA - France  
**Calcium, an essential micronutrient at any age**  
Speakers: Hubert CUAZ - Marketing Director, REGILAIT - France, Léon GUEGUEN - INRA - France and Jean-Baptiste GIRAUD - Journalist - France  
**Why and how to draw inspiration from the Chinese or Japanese diet?**  
Speaker: BEIJIT EDEAS - JAPANESE ANTIOXYDANT SOCIETY - Chairman - Japan.

## 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

## Health Products and Food Supplements and Innovation

100% of the exhibitors in the Health Products and Food Supplements 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!**

#### A SELECTION OF THE NEW HEALTH PRODUCTS AND FOOD SUPPLEMENTS:

**Barre Praeventia** a range of energising cereal bars and biscuits for a healthy lifestyle **GRUPE BISCUITS LECLERC Inc. (CA)**, **Olisana-Creanza** a range of oils with special properties to boost health **COSTA D'ORO SpA (IT)**, **Gluten Free Soy Sauce - Pearl River Bridge** low salt, gluten-free soy sauce **GUANGDONG PRB BIO-TECH Co., Ltd (CN)**, **Octain Brain Bar** a ginkgo biloba, cola nut, lecithin and nutriose bar that boosts mental performance and concentration **OCTAIN GmbH (DE)**, and more.

### SIAL D'OR



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

- **FIVE COLOR NURTURING MILK** a milk produced in five colours, made of fruits and vegetables, considered good for the heart, liver, lungs, kidneys and other organs **BEIJING SANYUAN FOODS Co. Ltd (CN)**.