

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 Fruit and Vegetables business by taking part in SIAL 2012!

Meet buyers who come especially for you:



- **25,000 visitors** stated that they had an interest in Fruit and Vegetables at SIAL 2010.
- **89%** considered that their visit had enabled them to discover fruits and vegetables they did not know of before the show.
- **87% of visitors** to the Fruit and Vegetables 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 in the Fruit and Vegetables sector welcomed **142 visitors** per stand on average, **51% of whom were new contacts.**

22% of visitors come only to SIAL

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

Cécile LECOMTE (Department Manager) – BASLY PRIMEURS – France

"Every two years, SIAL helps us find new products and become more open-minded. By offering new trendy products, we can boost our turnover. This show enabled us to form new partnerships and develop our current business with an existing supplier".

- **More than 500** exhibitors exhibited Fruit and Vegetables at SIAL 2010: 60% of whom displayed fruits, pulses and freeze-dried vegetables, 8% fresh fruits and vegetables, 15% fresh and cooked vacuum-packed fruits and vegetables, and 17% potato, starch- and oil-bearing products.
- **A highly international offering** with Iran, China, the Netherlands, Turkey, Italy and Germany the best represented.
- **87% of exhibitors** in the Fruit and Vegetables sector **were satisfied** with their SIAL 2010 event.

A comprehensive range of Fruit and Vegetables is on display at SIAL:

- Fresh fruits and vegetables including tropical fruits, cooked vacuum-packed fruits and vegetables, fresh vacuum-packed produce, potatoes, starch foods, oilseeds and oil-producing fruits, pulses and freeze-dried vegetables, etc.
- New recipes, products for children, and a focus on the practical aspects of consumption with a ready-to-eat offerin.



Exhibitors displaying fresh and dry Fruit and Vegetables at SIAL 2010 included:

ALION VEGETABLES & FRUITS (CYP), AL MADINAH DATES (SAU), AHT (IRN), AMIRKABIR BORNA (IRN), ARECO (F), ASSEMAN DEPRez (F), BAYARD DISTRIBUTION (F), BLUEBERRY WORLD (NLD), BRISSON (F), CARIB'FRUITS (F), CHENGDU WELL REACH (CHN), CHUNHAI CHILLI FOODSTUFF (CHN), CNIPT (F), FLEVO TRADE DRONTEN (NLD), FRESH GOURMET (ESP), FRUIT CENTER (TUN), GROUPE CHERITEL (F), IDS - C'ZON (F), LUNOR (F), MAITRE PRUNILLE (F), MIDDLE EAST PRODUCTS (IRN), NUTLAND (NLD), ORIENCO (F), PRINCE DE BRETAGNE (F), ROUSSEL-LIETAER (B), THE GREENERY (NLD), TROPIC APERO (F), SEEBERGER (DEU), YATEK (TUR), ...



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 FRUIT AND VEGETABLES:

- ↘ **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: 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 - Project Coordinator - 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

Fresh Fruit and Vegetables and Innovation

An innovative sector: 78% of exhibitors in the Fruit and Vegetables sector displayed new products at SIAL 2010.



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 FRESH FRUIT AND VEGETABLES:

Czon à emporter - 100% légumes frais takeaway fresh vegetables in a microwaveable package, including a fork **C'ZON** (FR), **Panier de saison** an assortment of seasonal vegetables (at least 5) in a cardboard basket **PRINCE DE BRETAGNE** (FR), and more.

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