

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

### Meet buyers who come especially for you:



→ More than **26,000 visitors** came specifically to the Dairy Products sector at SIAL 2010.

→ **91%** considered that their visit to SIAL 2010 had enabled them to discover companies they did not know of before the show.

→ **89% of visitors** to the Dairy 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 Dairy Products welcomed **207 visitors** per stand on average (compared with 157 average for the exhibition overall), **44% of whom were new contacts.**

## 22% of visitors come only to SIAL

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

**Jérémie BONNISSENT** - INTERMARCHÉ - France

*"SIAL is an exhibition with a global outlook that takes into account the international reality of the food industry. There are many things to discover. It is an essential meeting place for getting in touch, sourcing, etc".*

- **More than 600 exhibitors** displayed Dairy and Egg Products at SIAL 2010.
- **70% international** exhibitors, and **30% French** exhibitors.
- **The principal countries exhibiting were:** Italy, the Netherlands, Germany, Switzerland and Spain.
- **80% of exhibitors** in the Dairy Products sector were satisfied with their SIAL 2010 event.

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

- Finished products: milks, cheeses, butters/margarines, creams, yoghurts, fresh desserts, eggs, etc.
- Semi-processed food products and ingredients for industry,
- Products classified as organic or with a quality label.



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

AGRIFORM (IT), ALPRO (BE), AMBROSI (IT), BONGRAIN EXPORT OVERSEAS (FR), CASTELLI FRANCE (FR), CIPF-CODPAL (FR), ELLE & VIRE INTERNATIONAL (FR), EMMI (CH), ERIE EUROPE (FR), EURIAL POITOURAINE (FR), FRIESLAND CAMPINA CHEESE (NL), GLAC CHARENTES-POITOU (FR), HOOGWEGT GROEP (NL), HUMANA MILCHINDUSTRIE (DE), ICEF SA/ZANETTI (IT), ILCHESTER CHEESE COMPANY (GB), INTERFOOD GROUP (NL), IRISH DAIRY BOARD (IE), ISIGNY SAINTE-MÈRE (FR), LACTALIS INTERNATIONAL (FR), LACTIMA (PL), LAÏTA (FR), MOLFINO HNOS (ARG), MOLKEREI AMMERLAND (DE), RIVOIRE-JACQUEMIN (FR), SAPUTO (AR), SERLAC (BR), SOLO ITALIA (IT), TRIBALLAT NOYAL (FR), VALIO (FI), AND MORE. VALIO (FIN), ...



## 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](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 DAIRY PRODUCTS:

- ↘ **In the Sustainability conference programme: Social Responsibility from diagnosis to rating - the 3D approach and DEEPCOOP model**  
Speakers: Rémi PLEAU - COOP DE FRANCE-UNION SERVICES - 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: Calcium, an essential micronutrient at all ages**  
Speakers: Jean Baptiste GIRAUD - Journalist - France, Hubert CUAZ - REGILAIT - France, Léon GUEGUEN - INRA - France.  
**Misleading propaganda and smear campaigns, the example of dairy projects**  
Speakers: Jean-Marie BOURRE - ACADEMIE DE MEDECINE, ACADEMIE D'AGRICULTURE - 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

## Dairy Products and Innovation

A highly innovative sector:  
81 % of exhibitors in the Dairy Products  
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!**

### SIAL INNOVATION AWARD given to:

**Récréasun** an aromatic preparation, making yoghurt tasty and crunchy **TRIBALLAT NOYAL** (FR).

### A SELECTION OF THE NEW DAIRY PRODUCTS:

**Régilait Cuisine** condensed, non-sweetened milk for culinary preparations **REGILAIT** (FR),  
**Camembert Président** **LACTALIS INTERNATIONAL** (FR) and **Camembert Cœur de Lion**  
camemberts with 25% less salt than the traditional product **Cie DES FROMAGES ET RICHE-**  
**MONTS** (FR) **Cheeses goat's cheese**, vacuum-packed in a box that can be kept for 6 months  
**BIZNAGA SPANISH DELIGHTS** (ES), **Chèvre déjà doré** ready-grilled goat's cheese **RIANS**  
(FR) **EXCELLENT WASABI CHEESE** Gouda with wasabi **CHEESE PARTNERS HOLLAND** (NL),  
**Gamme Festive 2010** a range of products with sophisticated, original flavours for cheese  
shops **ISIGNY SAINTE-MÈRE** (FR), and more.

## DISNEY-SIAL AWARD: Long live child-sized innovation!



Selection by Disney and SIAL of two innovative products for children aged 3 to 12 – products that are tasty and fun for parents and children alike but also have the nutritional value required for a balanced diet.

- **Dessert de poche au Soja** a practical milk drink in a flask providing iron, calcium, proteins and vitamins A, B2, B12 and D **SOJASUN** de **TRIBALLAT NOYAL** (fr),
- **Yaggo à Boire** a soya dessert in a soft plastic carton to drink with a straw containing vegetable protein, low fat and no colouring, GMO, gluten, cholesterol or lactose **ELLE & VIRE** (FR).

## SIAL D'OR



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

- **Sedlcansky Troubelin** portion of ready-to-cook Hermelin cheese in easy-to-use packaging including a sachet of spices **POVLTAVSKE MLEKARNY** (CZ),
- **Logurte Leiteira bolo de bolacha** sweet beaten yoghurt, in three flavours **LONGA VIDA - Indústrias Lácteas S.A.** (PT).

## MONOPRIX selection



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.

- **Steak de fromage à poêler Pavé d'Affinois** cheese steak prepared in 6 minutes in a frying pan **FROMAGERIE GUILLOTEAU** (FR),
- **Yaourt nature au lait de Bufflone** natural buffalo milk yoghurt, which contains more calcium and iron than cows' milk yoghurt **MARIE MORIN** France (FR),
- **Chèvre déjà doré** pre-toasted goat cheese, ready in 20 seconds in the microwave or 3 minutes in the oven **RIANS TRIBALLAT** (FR).

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