

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 Seafood business by taking part in SIAL 2012!

Meet buyers who come especially for you:



- More than **21,000 visitors** stated that they had an interest in seafood (+3%) at SIAL 2010.
- **89%** considered that their visit to SIAL had enabled them to discover products they did not know of before the show.
- **89%** of visitors in the Seafood sector were satisfied with their SIAL 2010 event.

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 a foodservice offering

In 2010, exhibitors in the Seafood sector welcomed **234 visitors** per stand on average (compared with the 157 average for the exhibition overall), **52% of whom were new contacts.**

22% of visitors come only to SIAL

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

Melissa SABAU (Managing Director) - LE GRAIN DE SEL RESTAURANT - France :

"A French exhibition that the country can rightfully be proud of! You have to go there to get up to speed and find out what's new".

- **More than 100 exhibitors** displayed Seafood at SIAL 2010.
- **44% of whom were international exhibitors** (Spain, Italy, Latvia, etc).

A comprehensive range of Seafood is on display at SIAL:

- Fish, molluscs, fresh shellfish, tinned and semi-preserved products, ready-prepared dishes, frozen foods, marinades, spreads, rillettes, terrines, soups, sushi, surimi, etc.
- Products with strong added value and a diverse offering of seafood products: frozen, tinned and preserved, delicatessen and fresh products.



Exhibitors who displayed Seafood at SIAL 2010 included:

ATUNES DEL MARESMES - TUNAMAR (ES), BELMONTE (FR), BLUVER (IT), BORELLI (IT), BOURGAIN & FILS (FR), CIE DES PÊCHES SAINT MALO (FR), CITÉ MARINE (FR), CONSERVAS PORTOMAR (ES), FESBA (ES), JUNTA DE GALICIA (ES), LANGLOYS TRAITEUR (FR), LES ENTRÉES DE LA MER (FR), LES HUÎTRES J. CADORET (FR), LES PARCS SAINT-KERBER (FR), MICELI (FR), PENA CANNED GROUP (ES), PORT DE BOULOGNE-SUR-MER (FR), RENNA (IT), RIGAS SPROTES COMPANY (LV), ...



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 SEAFOOD:

- ↘ **An entry ticket to mass retail in France.**
Why don't foreign products easily find their way into French facings?
Speakers: M. Laurent LOCURCIO - LSA - France, M. Alain DESRUES - AG2F - France, Mrs Fabienne BISTER - MOUTARDES BISTER FRANCE.
- ↘ **In the Nutrition Village:**
Since consumption of fish is rising, how can we maintain a good quality, sustainable offering?
Speakers: Jean-François FEILLET, MERALLIANCE - France, Pascal LABARRE - PORT OF BOULOGNE-SUR-MER - France, Elodie MINARD - FINDUS - France, Isabelle LE TELLIER - NORMAPECHE - France, Julien LAMOTHE - PMA - France, Patrick ALLAUME - ID MER - France, Tristan DOUARD - SCAPECHE COMATA - France

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

Seafood and Innovation

A highly innovative sector: 89% of visitors discovered Seafood that they had not heard of prior to 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 SEAFOOD PRODUCTS:

Claude Léger Colin d'Alaska Boulgour et Petits Légumes Sélection des Mousquetaires ready-made fish dishes that are storable for 12 months in a cool, dry place GENDREAU (FR), Maquereau cuisiné sauce à l'escabèche cooked mackerel with escabèche sauce, in a sealed pack CONSERVAS ORTIZ SA (ES), Figgy / Wiggy / Ziggy fish fillets with crunchy breadcrumbs PACIFIC WEST FOODS (FR), Hamburguesas y salchichas refrigeradas de atún tuna that looks like minced steak and sausages CALVO DISTRIBUCION ALIMENTARIA S.L.U (ES), and more.

SIAL D'OR



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

- **Feinschmeker filets** a new type of packaging enabling the consumer to easily prepare fish **IGLO AUSTRIA GmbH** (AT).

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