

Under the High Patronage of
Mr Emmanuel MACRON
President of the French Republic

SIAL

INSPIRE FOOD BUSINESS

Paris



15-19 OCTOBER 2022
PARIS NORD VILLEPINTE-PARIS

PRESS RELEASE - 25 OCTOBER 2022

SIAL PARIS REASSERTS ITS STANDING AS THE WORLD'S FOREMOST FOOD INDUSTRY EVENT

The latest edition of SIAL Paris has just come to a close. The results are extremely positive, showing it to be the **world's first large-scale event to succeed in reaching its pre-pandemic level**, both in terms of exhibitors and visitors. Indeed, the trade fair assembled more than **7,000 exhibitors** from **127 countries** (90% from abroad) with admission figures nearly equivalent to those of 2018: **265,000 professionals** and an even more spectacular proportion of visitors from abroad (85%) including 50% importers/exporters and **8,000 top purchasers** who alone represent a purchasing portfolio of more than 50 billion euros. The event upheld all its promises to reunite the businesses of the sector, reinforcing its position as the **not-to-be-missed gathering of the worldwide agribusiness field**.



General view of SIAL Paris 2022 ©FOUCHA/MUYARD

The worldwide happening for food innovation and culinary diplomacy

This edition – which got started on a Saturday for the first time in its history – was a fabulous medley of ingredients, recipes and flavors: an unparalleled worldwide showcase of the dynamic Food Planet, consolidating business leaders, inventors, producers, entrepreneurs, distributors and restaurateurs.

This is truly the worldwide laboratory for food innovation in every sense of the word. The agrifood industry is showing resilience and an incredible capacity to face enormous challenges: namely, to feed 10 billion human beings by 2050 in an ethical way while protecting the planet, in the words of **Nicolas Trentesaux**, General Director of SIAL Network.

This observation resonates with the statements of this year's spokesperson for the event, three-star Chef **Mauro Colagreco**. He eloquently declared:

The history of humanity is built on great dreams which came true and went on to become customary. That is why it is important to keep dreaming.

What better encouragement to embrace change and continue innovating, always and forever!

SIAL Paris is unique yet complete in the way it intermingles various experiences in the food industry. The sectors that matter and those that remain, those which are just emerging, and the up-and-comers that will make a difference tomorrow in France, the United States, South Korea and elsewhere.

This was an assembly of companies presenting the most premium products, those committed to more sustainable production methods, and those focusing on more affordable offers, in order to reach consumers seeking enjoyment, maintaining a healthy balance, and making the most of their purchasing power

Audrey Ashworth, Director of SIAL Paris



SIAL Paris 2022 outside view ©FOUCHA/MUYARD



SIAL Paris 2022 Start-up Village ©FOUCHA/MUYARD

The five-day event hosted a succession of 120 official visits by international delegations, demonstrating that food and the culinary arts are increasingly important drivers for a country's communication and more generally its diplomacy. For the first time, **Italy was the most prevalently represented country at SIAL, with more than 800 exhibitors** promoting the simplicity and finesse of its flavorful cookery. This edition enjoyed considerable participation from the European countries and a very strong prevalence of purchasers from Turkey, the United States, South Korea and Brazil. South Korea also demonstrated itself to be a new expression for gourmet expression, with 132 brands exhibiting within its pavilion, showcasing their appeal through the skills of Korean chefs and also a renowned French chef, Eric Trochon. A Korean brand also received a SIAL Innovation Grand Prix in the Savory Dry Goods category for the freeze-dried version of a dish which is emblematic of the country's gourmet heritage: kimchi.

KEY FIGURES OF SIAL PARIS 2022

7,000

EXHIBITORS



127

COUNTRIES
> 90%
INTERNATIONAL



TOP 5 MOST PREVALENT COUNTRIES EXHIBITING

1. ITALY
2. FRANCE
3. SPAIN
4. TURKEY
5. GREECE

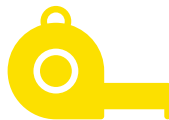


PRESENTING
MORE THAN
400,000
PRODUCTS



250,000

M² THE EQUIVALENT
OF 100 SUPERMARKETS
(ACROSS 2,690,978 FT²)



1,800

INNOVATIONS
SUBMITTED
TO SIAL INNOVATION



1

NEW SIAL INSIGHTS
STUDY



21

GRANDS PRIX
AWARDED



+650

STARTUPS, AND
THE FIRST EDITION OF
"SIAL STARTUP INVEST"



76

LECTURES
AT SIAL TALKS



265,000

PROFESSIONALS
IN ATTENDANCE
INCLUDING
85% INTERNATIONAL



WITH MORE THAN

200

COUNTRIES REPRESENTED
MORE THAN 120 FOREIGN
DELEGATIONS WELCOMED



MORE THAN

8,000

TOP PURCHASERS



FRANCE WAS THE
most prominent
VISITOR COUNTRY
WITH 21%
OF PROFESSIONAL VISITORS



TOP 5 OF EUROPEAN VISITOR COUNTRIES



1. FRANCE
2. ITALY
3. SPAIN
4. NETHERLANDS
5. UNITED KINGDOM

TOP 5 OF NON-EUROPEAN VISITOR COUNTRIES



1. UNITED STATES
2. SOUTH KOREA
3. BRAZIL
4. CANADA
5. ARGENTINA

“Own the Change,” a theme embodied by SIAL Innovation, SIAL Talks and SIAL Startup

SIAL could not have had a more fitting theme than **“OWN THE CHANGE”** which highlighted all the links in the chain which are joining the commitment to innovate, produce, distribute and consume in a more virtuous way. This is a way for SIAL to project itself into the future and thus provide assistance in anticipating tomorrow’s ingredients and technologies as well as consumer expectations in terms of health, authenticity, transparency and enjoyment.



SIAL Innovation 2022 Awarded products showcased on the tradeshow ©FOUCHA/MUYARD

As an extension of this dynamic, **the new CXMP BtoB marketplace** will make it possible for exhibitors and visitors to continue their online dealings well beyond the trade fair. This essential business tool, specially designed for professionals, **already boasts 6 million pages viewed.**

SIAL PARIS is already beginning to prepare for its next edition, from October 19 to 23, 2024. Once again, it promises to rally all the professionals of the Food Planet, and moreover will celebrate an important milestone for the trade fair: its 60th anniversary!

The Paris-based trade fair has just come to a close, but SIAL Network still has great events in store by the end of the year with three upcoming events: SIAL Interfood Jakarta, SIAL in India New Delhi, and SIAL in China Shanghai.

These five days of extensive programming featured:

SIAL INNO- -VATION

ceremony of the **2022 SIAL Innovation awards**

SIAL Innovation

A showcase of new products that stand out among the more than 1,800 applicant innovations and 21 winners recognized at the Awards

SIAL TALKS

be available on sialparis.com

SIAL Talks

76 lectures and debates with 116 prominent key speakers to collectively consider the food of tomorrow. The replay will soon

SIAL INSIGHTS

performed by Kantar – in synergy with the expert consultancy in food innovation, ProtéinesXTC, and completed by the restaurant and catering trends examined by NPD (link to insight) – provides a view of the road ahead to all. Download the trend book [here](#)

SIAL Insights

The 5th edition of the exclusive new study

SIAL START UP

concepts among more than 650 extremely dynamic up-and-coming companies participating in the trade fair, featuring the first edition of “SIAL Startup Invest,” an on-site event where the start-ups pitch their ideas before a panel of investors.

SIAL Startup

A specialized village assembling, for the first time, a selection of **55 new**

SIAL FUTURE LAB

SIAL Future Lab

An interactive, immersive space to explore the future of food by 2030, from farm to fork.

SIAL LA CUISINE

SIAL La Cuisine

7750 guests dined at the SIAL ephemeral gourmet restaurant, and talented chefs performed a number of culinary demonstrations.

TESTIMONIALS

SIAL is an essential event for us, reconnecting us to both innovation and our suppliers. We attended as a group of more than 40 people – each a specialist in a specific field – to get our fill of new products, maintain relationships with our existing suppliers, and meet new ones.

Steinar Halvorsen, General Director of United Nordic Inc AB – incorporating Dagrofa (Denmark), Axfood (Sweden) and NorgesGruppen (Norway).

Angie Watt, Top buyer & CEO of the Angliss corporation (Singapore) was delighted, at SIAL PARIS, to find:

An extremely dynamic, professional atmosphere after going so long without a trade fair.

She and her team attended to seek products for both the general public and for chefs, and from the first day she landed contracts with eight new suppliers, particularly in fine foods. This is not her first time at SIAL, and it won't be her last, since she is counting on coming back in 2024 with an even larger team.



SIAL Insights report on the food trends worldwide ©FOUCHA/MUYARD

All SIAL news
on the online press room!



AGENCE
14
SEPTEMBRE

Agence 14 SEPTEMBRE
sial_international@14septembre.com

ABOUT SIAL PARIS

Organized by Comexposium, SIAL Paris is the largest food industry trade fair in the world with more than 7,000 exhibitors and 400,000 exhibited products. A business generator, every two years it provides unique insights into trends and opportunities in the sector. The event is part of the SIAL Network, the world's largest network of food and drink trade fairs. Through twelve regular events (SIAL Paris, SIAL Canada in Montreal and Toronto, SIAL in China / Shanghai and Shenzhen, SIAL Interfood in Jakarta, SIAL in India / New Delhi and Mumbai, SIAL America in Las Vegas, Gourmet Selection by SIAL, Cheese and Dairy Products and Djazagro in Algiers), the network brings together 17,000 exhibitors and 700,000 professionals from 200 countries. The next SIAL Paris will be held from 19 to 23 October 2024 at Paris Nord Villepinte.

www.sialparis.com

ABOUT COMEXPOSIUM

Comexposium is one of the world leaders in B2B and B2C events organization for professionals and the general public across the globe, including a number of industries such as agriculture, construction, fashion, retail, healthcare, leisure, real estate, food and drink, security, education, tourism and works councils. Established in more than 30 countries, Comexposium welcomes more than 3.5 million visitors and 48,000 exhibitors annually. With headquarters in France, Comexposium is supported by a network of sales representatives and employees located in 20 countries.