

# SIAL PARIS: WHICH COUNTRIES ARE LEADING THE PACK SO FAR?

**SIAL Paris, which will be held from 19 to 23 October 2024 at the Parc des Expositions, Paris Nord Villepinte, and which is this year celebrating its 60th anniversary, is the go-to event for all players in the food industry, the world over.**

With just a few months to go, are the companies answering the call?

Which sectors are growing? Which countries will be most represented?

Let's take a closer look at this upcoming edition, which promises to be exceptional.

## SIAL PARIS 2024: ALL SYSTEMS ARE GO

The signs look very positive for SIAL Paris 2024, with **around 90% of the exhibition space already taken up**. The demand is such that the organisation is considering setting up a waiting list.

### FOOD SECTORS: NEW PLAN, NEW DYNAMICS

One of the new features of this edition is the **reorganisation of the floor plan in favour of increased sectorisation** in response to the demand from buyers. The aim is to make it easier to get around and to enhance the visitor experience. This change has been generally welcomed by the partners, whose national pavilions, previously assembled in halls 1 to 4, will now be represented in each hall or thematic space (savory groceries, dairy products, etc.).

While **dynamic marketing has benefited every sector, the meats universe** is now almost fully booked (meat, poultry, cured meats), with plant-based alternatives and substitutes being grouped together in Hall 7, and testifying to a gain in momentum this year. Fine foods is also looking healthy. In Hall 8, legumes are making their entrance alongside cereals and fruit & vegetables.



## SIAL PARIS, MELTING POT OF THE FOOD INDUSTRY

With **7,500 exhibitors from more than 130 countries expected** and **75% international visitors**, the next edition of **SIAL Paris promises to be THE big event for food industry players worldwide.**

### TOP 12 COUNTRIES TO DATE



Italy



Netherlands



France



Greece



Spain



Poland



Turkey



Brazil



China



United States



Belgium



India

As for the most represented countries, **France and Italy are neck and neck for pole position at this stage**, with Italy leading by a short head in terms of surface area, accounting for no less than 16,000 square metres of exhibition space.

China is **back in force**, having been absent from the previous edition due to the health context and the continuing restrictions on travel abroad, with already more than 6,000 square metres of pavilions confirmed for 2024. Ukraine, although still impacted by the ongoing war situation, will be well and truly present at SIAL Paris this year. **India's influence is growing**, with a very strong showing this year.

**Africa will be prominently positioned** and some of the exhibitors from the continent will be highlighted, their pavilions grouped together in a **dedicated space** in Hall 5a. The number of African countries represented at the upcoming edition is expected to be greater than in 2022. Côte d'Ivoire and Senegal have already confirmed their participation, with a hefty increase in the exhibition space earmarked for the latter. It should be noted that particular attention is devoted to the **recruitment of exhibitors from the sub-Saharan regions.**

Uganda, Libya and Iraq will participate in the show for the first time.

Finally, the USA and Spain are also ramping up for this anniversary edition.

## SIAL PARIS 2024 UNDER THE HIGH PATRONAGE OF THE PRESIDENT OF FRANCE

**SIAL Paris is an exceptional showcase for France.** With **285,000 professionals** expected, **a programme of 8,000 major buyers** with 50 billion euros in purchasing power and **200 contacts made on average per exhibitor**, SIAL offers **a unique opportunity to gain visibility and generate business opportunities on the international scene.** It is also **an unmissable highlight of culinary diplomacy**, with more than 100 official delegations welcomed.

This international scope, as well as its unique character as a business catalyst for French agrifood companies for export, has earned SIAL Paris the honour **in 2024 to be placed under the high patronage of the President of France**, a mark of interest on the part of the Head of State.

# SIAL PARIS STATISTICS

## The show

**400,000+**  
exhibited products

 **7,500**  
exhibitors expected

 **10** sectors

**205**  
countries represented

**285,000**  
professionals expected,  
of whom 75% international

more than  
**100**  
official delegations

 **650** startups

## leads

A programme of  
**8,000**  
major buyers

 **200** contacts  
made on average  
per exhibitor

 **83%**  
of purchasers  
have made  
transactions  
on site or after  
SIAL

more than  
**50 billion**  
euros in purchasing  
power from the major  
buyers (alone) during  
the show

**9/10**  
visitors consider the SIAL  
strategic for their company

## SIAL PARIS 2024: HOW TO TAKE PART

### PRACTICAL INFORMATION

Exhibitors and visitors are invited to prepare their visit in advance. It is already possible to find out information and book a stand without delay; note that to date 90% of the show arena is already full.

### FOR EXHIBITORS

Registration for exhibitors is in progress. To register, or obtain further information, contact:  
[sialparis.exhibitors@sial-network.com](mailto:sialparis.exhibitors@sial-network.com)  
+33 (0)1 76 77 13 33

### FOR VISITORS

The ticket office will open in mid-April, and you can ask to be notified of the opening of ticket sales right now by going to the website.



## ABOUT SIAL PARIS

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Organized by Comexposium, SIAL Paris is the largest food industry trade fair in the world with more than 7,500 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 eleven 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, Food & Drinks Malaysia by SIAL à Kuala Lumpur, Gourmet Selection by SIAL, Cheese and Dairy Products and Djazagro in Algiers), the network brings together 17,000 exhibitors and 700,000 professionals from 205 countries. The next edition of SIAL Paris will take place from October 19 to 23, 2024, at Paris Nord Villepinte, with an exceptional program to celebrate the 60<sup>th</sup> anniversary of the trade fair.  
[www.sialparis.com](http://www.sialparis.com)

## COMEXPOSIUM

### ABOUT COMEXPOSIUM

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The Comexposium Group is a world leader in organizing events and animating communities around their businesses and passions. Comexposium organizes more than 150 events for professionals and the general public in more than ten business sectors (agriculture and food, retail and digital, fashion and accessories, leisure, and so on). The group puts 48,000 exhibitors in contact with 3.5 million visitors, 365 days per year. Initiating experiences and encounters among individuals, Comexposium enables its communities to remain connected all year round through its events (SIAL, All4Pack, Paris Retail Week, One to One E-commerce, Foire de Paris, Rétromobile, and many more) and associated content through effective, targeted omnichannel drivers.  
[www.comexposium.com](http://www.comexposium.com)



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