

SIAL PARIS 2024 INSPIRES FUTURE SOLUTIONS ENGAGING TO MEET CSR CHALLENGES IN THE FOOD INDUSTRY

Preserving natural resources, controlling energy consumption, promoting employees are all **CSR** (Corporate Social Responsibility) issues that now shape daily life and the future of all companies. **SIAL Paris is engaged in the movement, supporting via its inspiring approach, uniting all stakeholders including organisers, visitors and exhibitors.** The entire agri-food sector is encouraged to imagine a more sustainable, ethical and socially responsible future to shape **an industry that meets the environmental challenges of our era.**

CENTRAL TO THE TRADE SHOW: A PROGRAMME PROMOTING INNOVATION AND INSPIRING THE SECTOR

Echoing the **"Own the Change"** theme, **SIAL promotes good practices** in a sector undergoing major transformation and **helps professionals to innovate together to find solutions for the future.** Acting as a hive of inspiration, the show brings together industry professionals to accelerate changes that meet current challenges in the ecological and food transition.

SIAL FOR CHANGE

ALL CSR INITIATIVES UNITED FOR THE NEW "SIAL FOR CHANGE" AWARD!

Promoting cutting-edge strategies for CSR-related topics, driving a collective movement, and encouraging a positive vision of change is the spirit of the **"SIAL for Change" competition, unveiled for the 60th anniversary of SIAL Paris.** The award recognises more than products and innovations. It explores **exhibitors' overall approaches** and how they demonstrate their commitment in a dedicated **application form**, available on the SIAL Paris website.

The SIAL For Change award takes into account the five main areas of CSR.

- **The company and CSR:** management and coordination of the CSR process, internal commitment, responsible purchasing, etc.
- **The company and sector issues:** inclusion and diversity, working conditions, employee well-being (as they are also our partners), etc.
- **The company and social issues:** consumer health, limiting, solidarity and regional territorial engagement.
- **The company at the SIAL show:** stands, transport, etc.

Note: a company may select certain CSR themes and is not obliged to address them all.

The pre-selection process paves the way for evaluation by a jury next September including professionals from the agri-food sector who have demonstrated their sensitivity to CSR issues and CSR specialists, such as consultants from Hyssop and journalists.

The winners will be announced on 21st October on the SIAL Talks stage.

A new CSR tour route for a new perspective on the SIAL

During the five-day exhibition, the winners of the "SIAL for Change" award will promote the image of a sector targeting solutions for sustainable food. They feature on a special CSR tour route to optimise their visibility.

SIAL SUMMITS

THE CSR SUMMIT, A DAY OF INSPIRATION AND PRACTICAL SOLUTIONS FOR PARTICIPAING IN THE TRANSFORMATION

The content of the 2024 edition is bolstered by the **launch of SIAL Summits**. These highlights, requiring a special paid ticket for entrance, offer a **unique experience of conferences** focusing on four themes. For one day, on 20th October, the CSR Summit focuses on **trends, solutions and concrete cases** to render the transformation tangible and accessible for the entire agri-food sector, presented by **international leaders and experts, all engaged in constructive approaches**, like Cécile Béliot, CEO of Bel.



SIAL JOBS

NURTURING EMPLOYMENT, TRAINING AND TALENT!

SIAL Jobs addresses one of the sector's major challenges: connecting companies and talent to facilitate recruitment.

With **Hellowork**, SIAL offers exhibitors a digital tool for presenting **job offers and pre-selecting candidates** before the show. Their ads will be featured in the exhibition area to optimise visibility.

But SIAL Jobs does not stop there: the exhibition space will also showcase **recruitment initiatives developed by ARIA** (Regional Food Industries Associations). They will present their work and organise discussion sessions at their stand to demonstrate their regions' dynamism. The **EIT Food Innovation Accelerator**, co-funded by the European Union to improve our food system and produce healthy and sustainable food for all, also participates in the scheme.

CONCRETE COMMITMENTS FOR THE PLANET AND PEOPLE BEFORE, DURING AND AFTER THE EVENT

It's a big challenge to host the entire global food ecosystem in one place - but SIAL Paris is ready! Such initiatives taken by the show and the event organiser, Comexposium, combine the ever-constant pleasure of discovery and exchange in a context that limits material and energy consumption and addresses issues such as waste management, the circular economy, and inclusion.

Measuring SIAL Paris' global carbon footprint - it counts!

Transport, energy, set-up, communication, and much more. A global event like SIAL Paris, with nearly 7,500 exhibitors has vast environmental impact on many points. That makes **calculating carbon footprint both necessary and complex**. A first for 2024, the calculation will enable the show to identify areas of improvements to be explored for future editions.

MORE RESOURCE-FRIENDLY THANKS TO EXHIBITORS, SERVICE PROVIDERS AND VISITORS

SIAL Paris redefines the standards of professional events, questioning consumption practices related to reception, stand design, waste management, and energy use. Night lighting is limited and electricity resources are **100% renewable**. Pursuing commitments in previous editions, the collection of cigarette butts, recycling oil, and **sorting and recovering waste** from the show will be boosted **to improve the recycling rate by 30% in 2024**. This is a collective effort: skips and trolleys can be reserved by the exhibitors for sorting waste and waste sorting bins will be available to visitors.

SIAL Paris encourages **eco-designed stands** with LED lighting, reusable structures, and carpet tiles. Exhibitors have access to a **material pool** and a **reuse platform** to promote circular consumption. Comexposium takes the reuse approach even further, pooling spaces, structures and furniture between several events organised by the group at the Parc des Expositions between September and November 2024.

With cardboard holders, **badges are now fully recyclable** and can be scanned directly on mobile devices so no printing is necessary. Promotional items are also the subject of the overall approach to natural resources. Only products with responsible design - such as made with recycled materials - will be proposed.

An important example of this proactive policy is **the catalogue of the trade show which is now 100% digital**. Practical for guiding visitors at SIAL Paris, this new version avoids massive paper consumption.

What about food and beverage service at the exhibition? For caterers working at SIAL Paris, CSR commitments are both natural and essential, including local and/or seasonal products and less meat and proteins with high environmental impact. Guidelines are set to define the criteria for choosing service providers and ensure an increasingly healthy and responsible approach.

No leftovers at SIAL Paris!

Partnerships with associations such as the French **Red Cross** and the **Food Bank** optimise the approach to **leftover food which will be collected during the show** with a program to raise awareness among stakeholders.

In 2022, **40 tonnes of donations** were redistributed by the Red Cross.



PEOPLE ARE CENTRAL TO THE EXHIBITION

For several years, SIAL Paris has aimed to ensure visitors have a pleasant experience while **limiting the environmental impact of travel**. Three collection points in Paris, including a new central point, facilitate access to the event for visitors, who no longer need to use their personal vehicles. They can now use shuttles, along with extensive public transport and carpooling or taxi sharing platforms. Nearly 10,000 people used the Paris/Paris Nord Villepinte shuttle in 2022.

People with disabilities are catered for by collection of their needs when they register for the exhibition, to ensure they have suitable equipment.

Ensuring inclusion within teams and conferences is also one of SIAL's major concerns with constant focus on **gender parity and cultural diversity**. This makes the exhibition a fabulous hub for exchange and sharing. Special rates and training spaces are offered to ensure students and future players in the agri-food sector can discover the vast sector.



The IDF International Dairy Summit and SIAL have forged a partnership for a sustainable dairy sector.

Paris hosts the summit of the International Dairy Federation from 15th to 18th October 2024. This is a major event for a sector facing many challenges, including economic and social crises, climate change, and consumption. For four days, conferences and round tables will be held at the CNIT in La Défense (92), on topics including nutrition, sustainable food, science and technology and health security, as well as technical visits. A total of 1,500 people are expected to attend, representing 53 nationalities.

SIAL Paris will welcome participants of the IDF summit for a full day of discovery with a guided tour of the show on October 19th.

The CNIEL (Centre National Interprofessionnel de l'Economie Laitière) and SIAL will release **a white paper by the end of May dedicated to sustainability and food safety issues in the dairy sector** to highlight this partnership.

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: JOIN US

PRACTICAL INFORMATION

Exhibitors and visitors are invited to prepare their visit in advance.

EXHIBITORS

The exhibition is now full. Organisers are exploring solutions to allow companies wishing to exhibit at SIAL Paris to participate in this historic edition.

Register on the waiting list at the following address:
sialparis.exhibitors@sial-network.com
Tel: +33 (0)1 76 77 13 33

VISITORS

Visitors can already book their tickets **online** to access the show and attend the SIAL Summits conferences.



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 60th anniversary of the trade fair.
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



MEDIA CONTACTS

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