



SIAL PARIS 2024

**Join us one year from now,
from October 19 to 23, 2024,
for an exceptional edition celebrating
the trade fair's 60th anniversary.**

Let the countdown begin!
In exactly 365 days from today, join us for the world's largest food business trade fair. SIAL Paris will open its doors at the Parc des expositions Paris Nord Villepinte from October 19 to 23, 2024. This new edition will be even more exceptional since it will celebrate the 60th anniversary of the trade fair, offering the industry's professionals an opportunity to look back on six decades of game-changing innovations and, most importantly, to look forward to the future.

PARIS — October 19 – 23 2024

AN EXCEPTIONAL EDITION

For 60 years, SIAL Paris has been rallying professionals from all over the world to explore food industry subjects.

In keeping with its DNA, SIAL has always been **a special place to meet and discuss** the issues: a trade fair where sharing, enjoyment and energy are good for business... And that will be even more true in 2024!

This anniversary edition will also be a celebration. For this event, SIAL Paris will reveal its new, **revisited graphic identity**, expressing the dynamic energy of the event.

In the upcoming weeks, a **special program** will also be unveiled, bringing the SIAL even more to life. During the **five days** of the event, the food ecosystem will gather to come alive with **incomparable vitality and conviviality**, both at the convention center and beyond, introducing activities **at the heart of Paris** for the first time!

For 60 years, SIAL Paris has brought innovations and conviviality to the global food marketplace. We are working to create an even more lively, delightful anniversary edition presenting a number of new features. For example, we are reinforcing the Start-Up hub; creating a new experience exploring product innovations; improving our layout to facilitate the circuit; and launching ambitious meetings to address the key issues facing the sector. Of course, we are also preparing festivities for this 60th anniversary. Overall, the 2024 edition of SIAL Paris promises more business, more discoveries, and more inspirations.

Audrey Ashworth,
SIAL Paris Director



In this world buffeted by economic, political, and societal crises, we must join forces to stay the course in the medium term to ensure that the industry is capable of addressing food challenges in the next thirty years. Once again, SIAL Paris – the historical event of the SIAL Network, the largest worldwide food industry event network with eleven regular gatherings throughout the world – will become the central axis of the entire international food community for a few enriching days. The discussions will revolve around serious subjects, such as business, matchmaking, CSR, AI, and more. But this will also be an opportunity to gather in a celebration of the 60th anniversary of the SIAL. This edition promises to be bustling and festive! Join us in precisely one year from today!

Nicolas Trentesaux,
General Director
SIAL Network



TAKING INSPIRATION FROM THE PAST TO SUSTAIN THE FUTURE

This edition will also be an opportunity to look back on the past of – and forward to the future of – this continually evolving sector, so in the next few months a retrospective of 60 years of innovation and change will offer a clearer view of tomorrow’s food business.

This retrospective will form a common thread that will guide the SIAL throughout the year 2024. On the prospective side, it will be expressed through the theme **“Own the Change”**, a rallying collective movement to encourage all the professionals in the industry to lay claim to the changes underway and to address the world’s great food challenges.

Owning the change will materialize, first and foremost, through the SIAL’s determination to **showcase the CSR initiatives** implemented by the exhibitors of the trade fair, as well as the various forms of expertise supported by the event. Such is the case of **SIAL Insights**, a biennial analysis which deciphers the major trends of the food industry by interpreting the results of a worldwide study performed by a pool of experts over a two-year period. It is also the case of **SIAL Innovation**, revealing what new developments to expect in tomorrow’s world. And of **SIAL Start-Up**, which continues to ramp up from year to year. In 2024, twice as many promising start-ups – including early-stage concepts – will appear within this specialized space.



NEW IN 2024: AN IMPROVED FLOOR PLAN

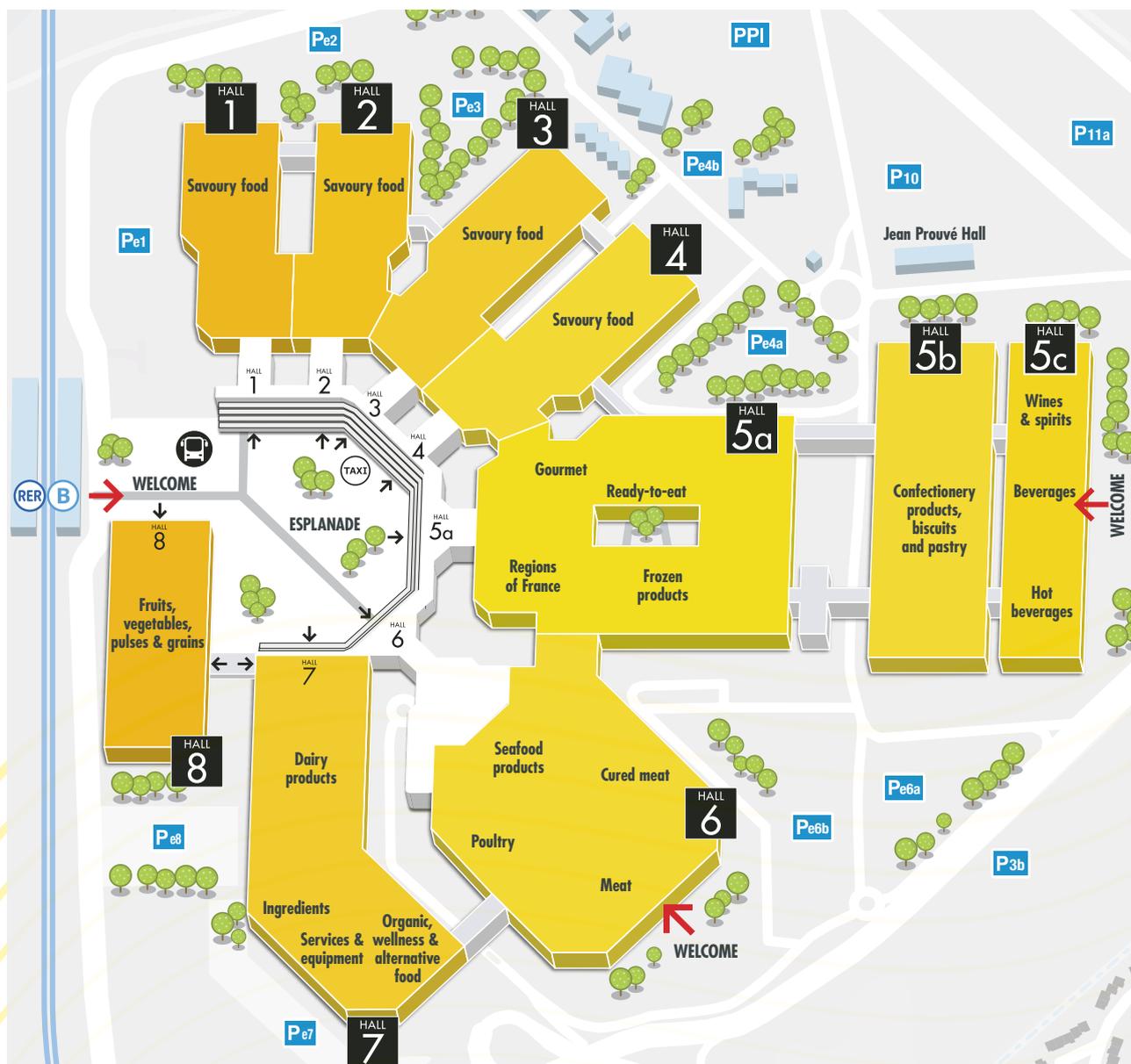
One of the new features in 2024 **will be a new exhibitor booth arrangement.**

To improve the visitor experience, SIAL acknowledges the 80% of visitors who have expressed their wish to see the **stands organized by product type** in order to make more efficient rounds.

The new floor plan will group exhibitors by theme.

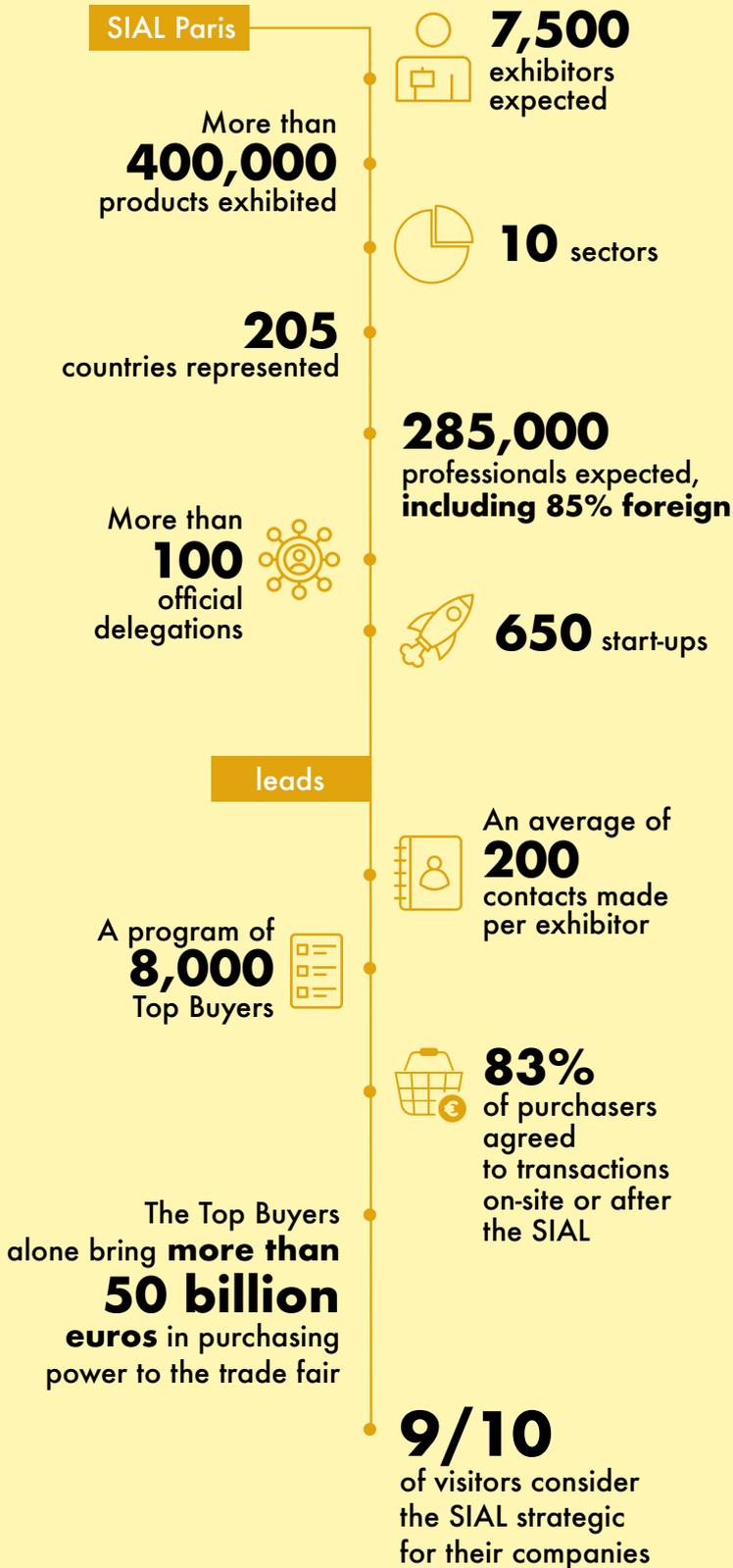
80%

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Floorplan subject to change

KEY FIGURES OF SIAL PARIS



SIAL PARIS 2024: HOW TO PARTICIPATE?

PRACTICAL INFORMATION

Exhibitors and visitors are invited to prepare their visit in advance. It is already possible to obtain information and reserve a stand without delay. Note that $\frac{3}{4}$ of the show is already full!

EXHIBITORS

Exhibitor registration is already open. **To register**, please contact: sialparis.exhibitors@sial-network.com

VISITORS

Visitor tickets go on sale in mid-April. You may visit **the website** at any time and opt to receive information about the opening in real time.



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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14 SEPTEMBRE AGENCY

Alexandra GRANGE
alexandragrange@14septembre.fr | +33 (0)6 03 94 62 47

Mathilde TABONE
mathildetabone@14septembre.com | +33 (0)7 72 77 40 20