

SIAL 2012

The Global Food Marketplace



CONNECTIONS

World Innovations

Paris. 21-25 October 2012

Paris Nord Villepinte® - France

www.sialparis.com

The 7 SIAL assets



01 The place to be!

The World N°1 Food Exhibition is held in Paris, from 21 to 25 October 2012. Enter the dates in your diary to attend a key event that highlights the major challenges in the global food industry.

02 A global marketplace within reach

Some 136,381 visitors, of which 84,394 international visitors came from 200 countries, and 5,838 exhibitors, of which 4,746 are international exhibitors from 106 countries: SIAL is a gateway to the export markets (*SIAL 2010 key figures*).

03 The best return on investment

60% of exhibitors consider the Return On Investment for attending SIAL to be equivalent to 3 months of turnover, and 51% new contacts were recorded on average (*SIAL 2010 exhibitor surveys*).

04 A step ahead on innovation

With "Trends & Innovations" and "SIAL d'Or", SIAL spotlights your innovations generating exceptional media and sales spin offs. Some 985 products were displayed in 2010 (+25% compared with 2008).

05 The largest live observatory!

An opportunity to taste and discover new products and to meet with partners and future customers.

06 SIAL Group, the power of a global network

No. 1 World Food Exhibition Network: 5 international exhibitions located in the leading markets. The SIAL brand, know-how and business synergy are powerful tools at your service and that of your visitors!

07 The benefits of Comexposium expertise

A dedicated team per sector and per country. A large-scale media plan with more than 700 publications and 2,000 media slots, a press tour to 20 countries, targeted and segmented communication (Retail, Foodservice, Food Industries, and Beverages), expert opinions on the latest news, and a qualified visitor database updated by geographical area.

SIAL highlights

Innovation, SIAL's DNA:

Some 3 visitors out of 4 come to the Trends & Innovations area. Selected exhibitor products are displayed and a conference programme forecasts and provides insights into new trends.

SIAL d'Or:

Food innovations from 30 partner countries, which have become commercial successes to discover.



SIAL TV:

NEW • A TV stage broadcasting the world news on the food sector, including conferences, discussions and interviews focusing on major issues: nutrition, health, sustainability, sourcing of raw materials, producer-retailer relationships, and much more.



La Cuisine by SIAL:

NEW • La Cuisine by SIAL is opening its own restaurant so attendees have the opportunity to discover your new products! Demonstrations of food innovations and trends will be provided throughout the exhibition in this dedicated area.

Wine Innovation Forum (WIF): Wine is exhibited and tasted at SIAL.
BEST BUY COMPETITION: Awards are given to wines that provide best value for money.

WIF CONFERENCES with the collaboration of major international brands.

BUSINESS MEETINGS are scheduled to bring buyers and producers together.

In-Food conferences:

Semi-processed food products and ingredients are on the programme. A B2B event for food manufacturers.

Who visits?

SIAL

136,381
VISITORS

All countries attend
200 COUNTRIES

SIAL 2010 key figures

Visitor activity

SIAL 2010 key figures

17%

Foodservice

Commercial catering
Institutional catering
Wholesale for foodservice
Catering and event planning

6%

Services

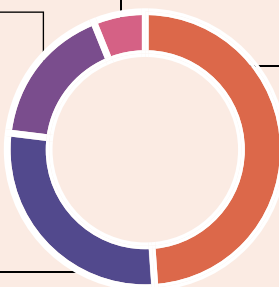
49%

Retail and Trade

Import-Export
Wholesale-Trading
Central purchasing groups
Large and medium-scale retail stores
Hypermarkets
Hard Discount
Wine merchants
Gourmet food stores
Retail trade

28%

Food Industries



Visitors highly satisfied:

SIAL 2010 Visitor Survey

80%

intended to return for SIAL 2012

88%

visitor satisfaction rate

92%

satisfaction rate for the quantity,

91%

for the quality of exhibitors at the show

+24%
visiting time



Buyers

SIAL 2010 visitor surveys

81%

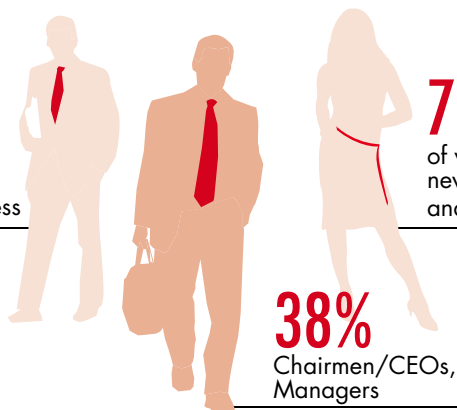
of visitors have a role in the purchasing process

70%

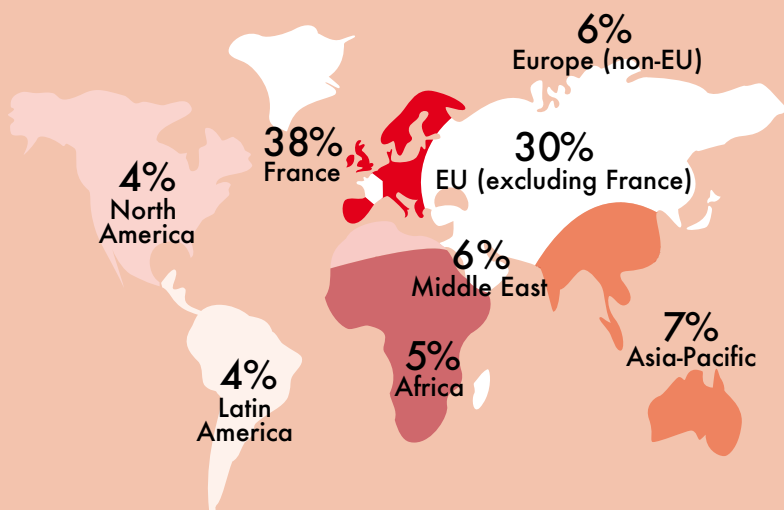
of visitors seek new products and/or suppliers

38%

Chairmen/CEOs, Managers



Visitor regions of origin



They talk about SIAL

"I consider the exhibition very important for my company. It is a meeting point where we can find and meet suppliers which are spread out around the world."

GRUPO GUZMAN • ROSA QUILIS • SPAIN

"The main benefit is to meet with most of our clients and suppliers in just one place and in just one trip"

**ARGO PARTICIPAÇÕES LTDA
ANDRE DE FIORI • BRAZIL**



CONNECTIONS



Register today to take part in SIAL 2012: www.sialparis.com

Personalised solutions:

- Your own stand, located at the heart of your sector, with the format and surface area of your choice (minimum 16 sqm).
- Prices per sqm from €225 excluding tax for a bare stand and from €370 excl. tax for a ready-equipped stand
- Fixtures and fittings can be organised according to your needs and budget for trouble-free exhibiting.

Communication tools available to:

- Announce your presence at SIAL
- Generate stand traffic
- Enhance your innovations

Key SIAL dates

- **16 November 2011: Deadline** to benefit from a priority spot and a reduced downpayment
- From **February 2012**: Meetings to discuss your stand location
- **April 2012**: Your Exhibitor section opens on www.sialparis.com for:
 - Ordering the supplementary services required
 - Registering your company in the official catalogue
 - Declaring your new products for SIAL 2012
- **21-25 October 2012**: SIAL show

Why exhibit?

at SIAL

01 TO NOURISH your business above all...

But also to:

- **STRENGTHEN** and **DEVELOP** your image and brand awareness with an exceptional number of highly-qualified visitors
- **RETAIN** your existing clients and **RECRUIT** new ones
- **DEVELOP** your turnover
- **BOOST** your exports
- **MEET** potential business partners (distributors, agents)
- **DISCOVER** the trends in your sector
- **BENEFIT** from exceptional media coverage

03 TO TAKE PART in the business event in the food sector

- SIAL, In Food (100% semi-processed food products and ingredients) and IPA (World Food Process Exhibition) held jointly
- A consistent offering, spanning process, ingredient and finished product
- A global response and greater clarity for food manufacturing buyers

02 TO BE AT THE HEART of your business.

17 clearly defined and easily accessible sectors of activity:

- **Fresh products:** 1,690 exhibitors
Meat, seafood, fruit & vegetables, organic, delicatessen and dairy products
- **Dry goods:** 2,690 exhibitors
Gourmet and other grocery products, bakery, pastry and confectionery, tinned foods, , health products and food supplements
- **In-Food semi-processed food products & ingredients:** 320 exhibitors
- **Frozen foods:** 413 exhibitors
- **Beverages:** 500 exhibitors
Alcoholic & non-alcoholic beverages
- **Wine:** 225 exhibitors



5,838 EXHIBITORS

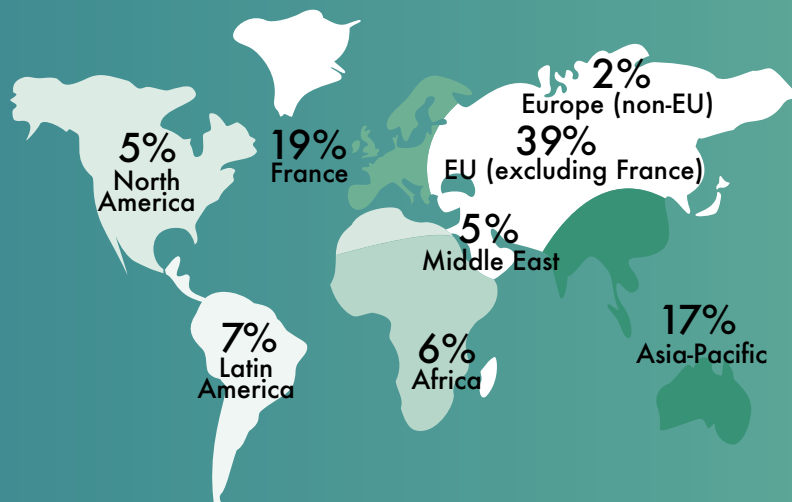
The largest global food marketplace is at SIAL!

106 COUNTRIES

SIAL 2010 key figures



Exhibitor regions of origin



They all talk about SIAL

"SIAL is very important to meet customers and new contacts. You also learn a lot about how the markets are developing. We know the benefits after only a few months."

DICOGEL NV • Ann VANTORNOUT • BELGIUM

"SIAL is always an opportunity to strengthen existing or emerging commercial relationships. An opportunity also to develop new sales contacts, and to get up to speed with the latest developments in the food world. We've taken part in all six SIAL shows since the company was founded."

TREO • Celia CARBONI • FRANCE

CONTACT US



exhibit@sialparis.com



www.sialparis.com



+33 1 76 77 13 33



SIAL

GROUP

ABU DHABI MONTREAL PARIS SÃO PAULO SHANGHAI TORONTO

WORLD N°1 FOOD EXHIBITION NETWORK



www.sial-group.com

- **ABU DHABI / UAE**
21-23 November 2011
www.sialme.com
 - **MONTREAL / CANADA**
9-11 May 2012
www.sialcanada.com
 - **SHANGHAI / CHINA**
9-11 May 2012
www.sialchina.com
 - **SÃO PAULO / BRAZIL**
25-28 June 2012
www.sialbrazil.com
 - **PARIS / FRANCE**
21-25 October 2012
www.sialparis.com
 - **TORONTO / CANADA**
25-27 April 2013
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