



May 2009

PRESS RELEASE

VERY POSITIVE RESULTS DESPITE THE TENSE GLOBAL ECONOMIC SITUATION

- **SIAL China:** 1 month until the exhibition and 95% of the exhibition space is booked
 - **SIAL Montreal:** Exhibitors, visitors and loyal partners will all be there
 - **SIAL Paris:** The entrepreneurial spirit will beat the crisis!

The number one international network of trade exhibitions dedicated to the food industry, SIAL Group has a presence in Europe, Asia, North America and the Mercosur. It is the biggest global food industry event, with 9,300 exhibitors from more than 100 countries, 370,000 sqm of exhibition space and 216,000 visitors from 200 countries. SIAL offers professionalism in a friendly atmosphere, plus a series of specialist events offering added-value.

SIAL CHINA (19 – 21 May 2009)

Asia's leading food exhibition celebrates its 10th session

With one month to go before the show opens its doors, Denmark, Greece, Ukraine, the United Arab Emirates and Ireland have joined the 1100 SIAL China exhibitors which include: South Africa, Argentina, South Korea, Egypt, Italy, Poland and Uruguay and many more.

Among the Chinese regional pavilions participating in SIAL China once again are Shandong Pavilion (for the 5th time), Ningxia Pavilion (3rd time) and Zhejiang Pavilion (4th time).

The area devoted to China is divided into 5 specific sectors: Dairy products, organised by the China Dairy Industry Association, Wines & Spirits, Snacks & Sweet products, Condiments & Ingredients and Coffee.

29,000 visitors are expected, including 15% international (outside Asia).

There will be a full programme of special events: China Wine & Spirits competition – Best Buys, Trends & Innovations competition, Cooking Trends Area and the Business Matching Area which brokers meetings between retail and wholesale buyers and exhibiting manufacturers.

Register at www.sialchina.com

SIAL MONTREAL (1 – 3 April 2009)

A uniquely positioned international trade exhibition in Canada

SIAL Montreal has consolidated its position as Canada's leading food industry trade exhibition. The 6th session welcomed 12,043 professionals from all over Canada, the USA and more than 52 countries. Some 520 exhibitors, 45% of them international, showcased their offer, with the participation of 12 new countries including Brazil, Tunisia, Cyprus, Taiwan, Mexico and Sri Lanka.

The Trends & Innovations area turned the spotlight on the exhibitors' innovative products and highlighted emerging trends in the North-American market. From the 40 selected products, a panel of industry judges honoured 9 Trends & Innovations awards as well as the Trends & Innovations Grand Award of SIAL Montréal 2009.

100 oils from 13 countries were entered for the international olive oil competition "Olive d'Or".

Much more than just an exhibition, SIAL Montreal is also a meeting place and business forum addressing issues of health and nutrition in order to answer consumers' questions and better fulfil their needs.

SIAL Montreal 2010 will take place from 21 to 23 April 2010 at the Palais des Congrès de Montréal
www.sialmontreal.com

SIAL 2008 (19 – 23 Oct 2008)

Record visitor numbers!

SIAL 2008 in France recorded 147,860 visits, from 185 countries, i.e. + 5% vs 2006 and +10% international visitors. The 5500 exhibitors represent an increase of 4% over 2006, with international exhibitors from 101 countries accounting for 78% of the total.

Innovation continues to be a key priority at the exhibition with 800 new products presented in the Trends & Innovations Observatory.

SIAL 2010 will take place from 17 to 21 October 2010 at Paris Nord Villepinte Exhibition Centre – France.
www.sial.fr

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