



Under the High Patronage of  
Mr Emmanuel MACRON  
President of the French Republic

PARIS — October 19 – 23 2024

PRESS RELEASE – AUGUST 2024

# COMBINING SUSTAINABILITY AND RESILIENCE: KEY SUPPLY CHAIN CHALLENGES FOR FEEDING A CHANGING WORLD

The food routes of tomorrow are being mapped out today and SIAL Paris is bringing all the stakeholders to the table to examine the major trends and come up with innovative solutions. In a connected, interdependent food system, the **supply chain** built between companies is **becoming ever more strategic** and ever more fluid. While demonstrating robustness, with a **great capacity to adapt to health and geopolitical challenges**, the **increasing number of climatic incidents** is challenging the ability of the food supply chain to feed a world population that is expected to reach 10 billion by 2060.

The agri-food supply chain is undergoing a process of transformation and (r)evolution, becoming **greener, more local, more transparent and increasingly digital**. These changes will be at the heart of the Supply Chain Summit, organised by SIAL Paris on 22 October.



he new expectations being expressed when it comes to food have a direct impact on the supply methods. Companies in the sector now need to **reduce their environmental impact**, by favouring local suppliers or virtuous and sustainable chains, **while still making their products accessible**.

The rise of e-commerce and the desire expressed by consumers for **immediacy and convenience** mean that existing traditional players are **having to adapt their business models and strategies to increase both their agility and their distribution channels**. These challenges are making the supply chain ever more complex to build, especially as the industry has to contend with the effects of climate change, even **though technology is now making it possible to achieve greater efficiency and transparency at every stage**. With artificial intelligence, blockchain, data and many other technological advances, the range of solutions is expanding every day.

All these different tools will be the focus of discussions at the **Supply Chain Summit** organised as part of SIAL Paris, **on 22 October 2024**. The Summit will focus on three main themes, presented by leading experts.

# SIAL SUMMITS

## SIAL Summit dedicated to the Supply Chain

22 October from 10:30 am to 1:30 pm  
Hall 5A Paris-Nord Villepinte Exhibition Centre  
Access upon presentation of visitor badge/Summit ticket  
Price: €80 (incl. VAT) for Summit Pass or €160 (incl. VAT)  
for the full Summit Package  
Find out more [here](#).

## INTRODUCTORY KEYNOTE

Tuesday 22 October  
from 10:30 am to 10:45 am

- | ROUND TABLE 1 from 10:45 am to 11:15 am
- | ROUND TABLE 2 from 11:30 am to 12:15 pm
- | ROUND TABLE 3 from 12:15 pm to 1:00 pm



Below you will find the themes of the round tables scheduled to take place on Tuesday 22 October, as well as a preview of the speakers confirmed to date. Other speakers, such as **Stéphane Layani, CEO**

**of the Rungis International Market**, will shortly be added to the programme for this Summit, which promises to be a highly informative and interactive event.

**ROUND TABLE 1** Tuesday 22 October from 10:45 am to 11:15 am

## REINVENTING THE FOOD SUPPLY CHAIN, A PREREQUISITE FOR FEEDING 10 BILLION PEOPLE IN 2060!

A «Food Everest» is looming before us: this expression, developed by Sébastien Abis, Managing Director of Club DEMETER, sums up the scale of the challenges facing all companies in the food sector. To meet this demographic peak, which is expected in less than 30 years, we need to harness all our resources to reinvent the supply chain we will need. Both the challenges and opportunities that this presents will be discussed at this round table. Global conflicts and climate incidents alike demonstrate the urgent need to secure end-to-end supply chain from. This philosophy of resilience applies just as much in the field, through new cultivation methods that are part of the progressive construction of diverse models.

### KEY SPEAKERS



**Sébastien Abis**  
Managing Director -  
Club DEMETER

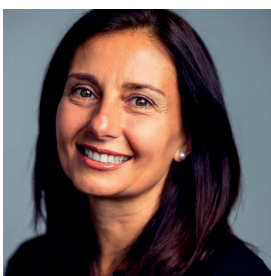
As head of Club DEMETER, the ecosystem of decision-makers in the agricultural, agro-industrial and agri-food sectors, Sébastien Abis provides invaluable expertise on the geopolitics of food security and agriculture around the world. In particular, through his long-term analysis, he sheds light on the development of French power, the challenges of sovereignty in Europe and the dynamics of globalisation. His in-depth knowledge of these topics, and also of the maritime sector, enables him to provide a detailed review of the strategies of the players involved and the changes taking place in international trade.



**Dirk Jacobs**  
Managing Director -  
FoodDrinkEurope

With his solid experience in international public/political affairs and strategic communication, Dirk Jacobs supports and inspires ongoing transitions. Within FoodDrinkEurope, the European food and drink industry organisation, he maintains a continuous dialogue with European institutions, helping to develop future solutions for agriculture within the European Union. From business and marketing practices to agricultural supply chains, Mr Jacobs takes a proactive and responsible approach to a number of key issues.

THIS ROUND TABLE WILL BE MODERATED BY



**Roberta Ré**  
Food and Drink  
Investment Specialist -  
UK Department of  
Business and Trade  
(DBT)

Solving scientific, nutritional and regulatory problems is at the heart of Roberta Ré's work, and the skills she has acquired in almost 20 years in the business mean she can provide support at every stage of a product's life cycle. With a global vision ranging from the industrial sector to government organisations and universities, Roberta Ré is now at the service of the DBT and companies wishing to enter or expand within the UK market. She makes sure that innovative food and beverage products can find their place in a rich and competitive landscape, and that every stakeholder share her commitments.

**ROUND TABLE 2** Tuesday 22 October from 11:30 am to 12:15 pm

## THE FOOD INDUSTRY, A GLOBAL SUPPLY CHAIN THAT NEEDS TO BE DECARBONISED

In France, a quarter of greenhouse gas emissions are related to the food industry. This figure, provided by ADEME (the French Environment and Energy Management Agency), shows the considerable impact that the sector could have if it adopted appropriate strategies. It has become as necessary as it is obvious to decarbonise in order to build a more virtuous value chain, while still having to meet stringent requirements in terms of quality, performance and volume. This round table will highlight innovations that are now deeply rooted in the supply chain landscape to help achieve this, such as direct-to-consumer, river and rail transport, and other effective methods that are being implemented by both start-ups and well-established players.

### KEY SPEAKERS



**Jean-Christophe Machet**  
CEO - FM Logistic

This logistics expert has made

a major contribution to the development of the FM Logistic company: after joining the company in 1989, he launched the «co-packing» business three years later, before managing the French side of the business from 1998 to 2005. Appointed CEO in 2012, Jean-Christophe Machet has made his Group a recognised leader in sustainable and responsible supply chains.

This positioning is achieved in particular through the implementation of multimodal transport, significantly reducing the number of trucks on the roads, and also through the commitment to include teams, suppliers and end consumers in the transformation process. The «Supply Change» programme, led by FM Logistic and its director, is a concrete expression of this approach, in which the pooling of resources, the reduction of packaging and the improvement of working conditions play an essential role.

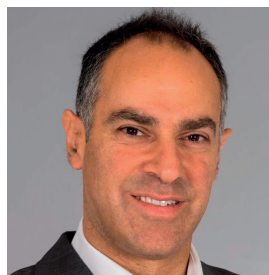


**Mathieu Boyer**  
Head of Market Intelligence - SprintProject

A member of the SprintProject team since autumn 2020, Mathieu Boyer brings a wealth of expertise in business intelligence that he gained in particular at CEA Tech. As Head of Market Intelligence, he is in charge of strategic analysis, business intelligence

and coordination of the start-up ecosystem.

This work is essential in helping companies to make decisions based on a range of relevant, mature solutions. SprintProject's expertise is helping leading logistics players such as DB Schenker to roll out innovative last-mile delivery solutions, while keeping the carbon footprint of operations under control.



**Henri Harfouche**  
VP Supply Chain - Mars

Having worked in the industrial sector since the start of his career, with positions at Procter & Gamble and COTY, Henri Harfouche has developed the invaluable ability to connect the entire value chain, from suppliers to retailers.

As VP Supply Chain for MARS France since 2019, he applies this expertise to the far-reaching changes in supply and distribution channels that a global food group like MARS must implement. The three pillars of Mr Harfouche's approach – service, efficiency and sustainability – are based on mutual partnerships involving both upstream and downstream players, ensuring both quality and volume to satisfy end consumers.

THIS ROUND TABLE WILL BE MODERATED BY



**François Deprey**  
Managing Partner - SprintProject

Working for companies such as Lesieur, Monoprix and Sodial, François Deprey developed his skills from one end of the value chain to the other, giving him a perfect understanding of how things work and what's at stake. It was this experience that led him to join GS1 France, the global organisation responsible for establishing unique identification standards (such as the famous EAN-13) in France, and then to take the lead in 2015. Today, as head of SprintProject's Consulting Department, François Deprey's expertise in the agri-food, retail and data sectors is being used to help clients of this French specialist in innovation and strategic thinking to be involved in the revolutions taking place.

**ROUND TABLE 3** Tuesday 22 October from 12:15 pm to 1:00 pm

## DATA IN THE FOOD SUPPLY CHAIN

Data is profoundly changing the face of food supply chains, enabling greater transparency and analysis and paving the way for greater streamlining of physical flows. The entire agri-food industry is now using data to build more sustainable and resilient solutions, from farm to fork. This is an invaluable tool for feeding consumers' growing appetite for transparency and guiding their purchasing decisions, as well as improving food safety. During this discussion, the speakers will share real-life examples of how data can be used, and how all stakeholders can work together to obtain complete, relevant data. It will also be an opportunity to look back at the latest technological advances, such as Artificial Intelligence, which are improving the automation of data processing and increasing its use.

### KEY SPEAKERS



**Maxine Roper**  
Co-founder -  
Connecting Food

Maxine Roper's in-depth knowledge of the food industry inspired her to develop Connecting Food in 2016. After 20 years working for Nestlé, Mars and Andros, she and Stefano Volpi developed this intelligent, data-driven supply-chain management platform for the agri-food industry. This trusted third party, based on blockchain technology, simplifies transparency and traceability, enabling companies to comply with European and American regulations, while increasing the reliability and safety of their production.



**Jean-Charles Gander**  
Chief Quality Officer -  
Migros group

Quality is an integral part of Jean-Charles Gander's career: with a doctorate in cell and molecular biology, he worked for more than ten years as a head of quality, sustainable development and safety at work at ELSA-Mifroma, a heavyweight in the Swiss dairy industry that is now part of the Migros group. Mr Gander now defines quality-related guidelines and initiatives within this iconic Swiss distribution group, in addition to being a member of the board of IFS (International Featured Standard) and the board of directors of Ariaq, a training institute in French-speaking Switzerland.

THIS ROUND TABLE WILL BE MODERATED BY



**François Deprey**  
Managing Partner - SprintProject

Read more about him  
in the section "Round Table 2"

# 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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