

APPLICATIONS FOR SIAL INNOVATION ARE NOW OPEN

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SIAL INNO- -VATION

Organised with each edition of the SIAL Paris trade show, the SIAL Innovation competition rewards the best food innovations worldwide. Companies are recognised by three major awards: Gold, Silver and Bronze, plus around twenty awards per sectors and other specific categories. This major event for the food sector is the place to be for companies wanting to promote their new products, benefit from unparalleled visibility, and develop their business.

SIAL Innovation is a showcase for the food of the future. Presenting 2,500 new products at each edition, it represents almost 10% of global food innovation. The competition is now a must for the sector, spreading abroad to include other events of the SIAL network such as SIAL China and SIAL India.



SIAL INNOVATION 2024: ENJOY THE LATEST DEVELOPMENTS

This year SIAL Paris celebrates its 60th anniversary with a bountiful supply of new products!

- **4 new special awards** for the 2024 competition.
 - **The 60th anniversary award.** To mark the show's 60th anniversary, SIAL Innovation will reward the most outstanding innovation among all the competition's winners since its creation.
 - **Top 3 countries award.** Rewards the 3 countries with the most innovative products to promote their power of innovation.
 - **Africa award.** Rewards innovation in the African market, a flagship theme of SIAL SUMMITS 2024 that focuses on initiatives from Africa.
 - **Concept award.** The Early Stage award for products in test or launch phase targets companies and/or ideas developing processes or innovations with strong potential.
- The new **simplified application process**, with the same stringent selection criteria, facilitates the procedure to optimise participation. Express preselection based on general information provided by applicants is followed by a more detailed application form for the selection of innovations to be presented to the jury of experts..

SIAL Taste: a new space giving visitors their first chance to **taste** the **products** from the **SIAL Innovation selection.**



SIAL INNOVATION 2024: APPLICATIONS ARE NOW OPEN!

Candidates for the next edition of the competition can **submit their application via the registration platform** accessible in their exhibitor area. You can register as soon as you have booked your stand. The competition jury will review and select products as they are submitted. **Deadline for registrations: 30th August 2024.**

For more information on the criteria and procedures for participation, [CLICK HERE](#)

Applications are presented to a jury of experts from the global agrifood sector led by SIAL's partner, Proteins XTC, and then to a specialised **Grand Jury** which will meet on the **11th and 12th of September 2024** to designate the most innovative products in their category. The award ceremony takes place during the show **on Saturday, 19th October 2024.**

3 GRAND PRIX AWARDS



10 SECTOR AWARDS



MEAT



CEREALS,
LEGUMES AND
FRUITS



BEVERAGE



FROZEN
GOODS



GROCERIES



CATERING &
FAST FOOD



DAIRY



FOOD
PROCESSING



SEAFOOD



ORGANIC
& WELLNESS

7 SPECIAL AWARDS

The **4 new special awards** detailed above (60th anniversary, Top 3 Countries, Africa and Concept), plus:

Own The Change Award:

rewards the product or process with the most innovative CSR initiative.



The **Start-Up award:** will

be awarded to the most innovative product by a start-up registered at SIAL Paris.



The **Public award:** voted by the

SIAL Paris ecosystem before and during the show to elect the favourite product among the 2024 winners.



UNRIVALLED EXPOSURE FOR BOOSTING YOUR BUSINESS

Participate in SIAL Innovation to **showcase your business during and after the show and fast-track your business development.** Competitors benefit from visibility on the site, in the media, and in a range of communication materials developed for the show.

The prize-winning products are **showcased in the SIAL Innovation area** and presented during **guided tours** by innovation experts.

All companies selected in the competition can communicate with the **Innovative Company Selected for SIAL Innovation 2024 label** which gives sure-fire recognition in the sector.

Their products are highlighted in the list of online exhibitors and a 2024 SIAL Innovation badge is displayed on their stand during the show.

SIAL Innovation also guarantees **publicity**: 2022 prize winners benefited from over 850 hits in French and international media.

Finally, Gold, Silver and Bronze winners are promoted worldwide with the **World Champions Tour** in the innovation spaces of other events organised by the SIAL network around the world in Montreal, Shanghai, Shenzhen, Jakarta, New Delhi and Toronto.

THE IMPACT OF SIAL INNOVATION: SUCCESS STORIES

zalq



ZALG's ready-to-fry seaweed cubes **won the 2022 SIAL Innovation Grand Prix** in the Frozen Goods category. Co-founded in 2021 by Tanguy Gestin and Vincent Lacaze, the Brittany-based company has a clear mission: create healthy, minimally processed, and gourmet products to give seaweed a new role in dishes.

"We were just starting out," smiled Vincent Lacaze, still surprised by the generous welcome they received from the SIAL «international food industry showcase» the first time they participated. *"Winning the award improved our exposure as a brand with unique know-how. It also gave our approach credibility, promoting seaweed and*

the Brittany agrifood sector - which we hold dear - to both industry and professionals."

Media coverage in France and abroad, especially in Asia where seaweed farming is more developed, boosted ZALG's approach to seaweed cuisine with a French touch, helping them to raise one million euros after the show.

The young company is back at SIAL in 2024, presenting their latest creation of crispy seaweed sticks with over 50% seaweed, competitor for the SIAL Innovation Grand Prix award.

"Our aim is to diversify from the catering market to mass retail by 2025. SIAL 2024 is the ideal opportunity for showing our progress and meeting buyers from this new segment."

The competition changed our company's trajectory.



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
+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 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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