



PRESS KIT

THE WORLD LARGEST FOOD EXHIBITION
PARIS ——— October 19 – 23 2024

CONTENTS

- 3 EDITO**
- 4 #OWN THE CHANGE**
- 7 SIAL PARIS 2024:
ENJOY THE LATEST
DEVELOPMENTS**
- 8 SIAL INNOVATION**
- 9 SIAL START-UP**
- 11 SIAL FOR CHANGE**
- 13 SIAL JOBS**
- 14 SIAL TALKS**
- 15 SIAL SUMMITS**
- 18 SIAL INSIGHTS**
- 22 SIAL PARIS 2024
IN PRACTICE**

EDITORIAL

SIAL PARIS: 60 YEARS OF A SPECIAL EDITION

For 60 years, SIAL Paris has been bringing together professionals from all over the world to focus on food-related topics.

In keeping with its DNA, SIAL has always been a place for people to meet and exchange ideas, a show where sharing, pleasure and energy go hand in hand with business – and that's even truer in 2024!

A special program to make SIAL Paris even more dynamic.

5 days during which the food ecosystem is explored with unparalleled energy and conviviality both at the show and beyond.



The 60th anniversary of SIAL is a unique opportunity to bring together all the communities that make up SIAL by looking at the past, present and future.

A multidisciplinary multimedia artistic experience open to everyone will illuminate the esplanade **on the evening of Sunday 20 October 2024!**



AUDREY ASHWORTH,
SIAL Paris Director

“SIAL Paris represents 60 years of innovation and conviviality dedicated to the agri-food business. We are working to create an anniversary edition that is even more authentic and lively, with a host of new features.

For example, we are strengthening the Start-up centre, creating a new activity about product innovation experience, reorganising the exhibition to make it easier to visit, and launching ambitious summits on key issues in the sector. Of course, we're also planning events to celebrate our 60th anniversary.

In short, SIAL Paris 2024 will offer even more business, discovery and inspiration.”

Audrey Ashworth,
SIAL Paris Director



NICOLAS TRENTESAUX,
SIAL Managing Director

“SIAL Paris returns in 2024 with a very optimistic outlook on food, despite a world that has been somewhat rocked by economic, political and societal crises. We must all work together to maintain a medium-term course that will make it possible to meet the major food challenges of the next 30 years. SIAL Paris, the historic event of the SIAL Network, the world's largest network of trade fairs dedicated to the food industry, with eleven regular events around the world, will once again be the hub that brings together the entire global agri-food community for a few days. Serious subjects will be at the heart of all the discussions: Business, Matchmaking, CSR, AI etc. But it will also be an opportunity to celebrate SIAL's 60th anniversary together: the event promises to be exhilarating and celebratory!”

Nicolas Trentesaux,
SIAL Managing Director



01

**#OWN THE
CHANGE**

#OWN THE CHANGE

SIAL Paris is not only the largest show in France*, it is first and foremost a forum for the entire food industry to come together over the course of 5 days, and it also plays a key role in guiding the players in an industry that is undergoing constant change.

With its theme "**Own the Change**", the show encourages them to embrace change. This may require transitions, sometimes even mutations: something the show is very familiar with after **60 years of existence**. On this occasion, SIAL Paris wishes to go even further in its role as leader of this collective and unifying movement, and is focusing on 4 themes that will be crucial for the agri-food industry in the years to come: **CSR (Corporate Social Responsibility), Deep Tech & AI, Supply Chain and Africa**, a continent where so much innovation is happening.

These 4 themes will be addressed during the **SIAL Summits, a new feature in 2024**. A unique format that goes beyond inspiration to offer forward-looking content delivered by world-class speakers. **These summits explore the immediate impact of these 4 themes and develop concrete solutions for future challenges.**

*More than 7,500 exhibitors, 257,000 m² of exhibition space, professionals from 205 countries.



CSR, the cornerstone of tomorrow's agri-food industry

Preserving natural resources, controlling energy consumption, and valuing employees are all CSR issues that now shape both the daily life and the future of all companies.

SIAL Paris is part of this movement, supporting it through a number of inspiring initiatives, bringing together all stakeholders from organisers to visitors and exhibitors. The entire agri-food sector is encouraged to imagine a more sustainable, ethical and socially-responsible future to shape an industry that meets the environmental challenges of our time.



CSR is at the heart of SIAL Paris.

This subject is the focus of a number of activities: **SIAL Talks, a CSR programme** showcasing exhibitors who stand out in this field, a brand new **SIAL for Change Award**, a special award in the SIAL Innovation competition and a **CSR Summit** to be held on **Sunday 20 October at 2 pm.**

Deep Tech and Artificial Intelligence

Likened to the 4th industrial revolution, AI is already revolutionising the agri-food industry!

This year, SIAL Paris 2024 is placing particular emphasis on this theme, which plays a crucial role in supply chains, food safety, food waste and consumer experience. By taking a close look at these technological advances, SIAL Paris intends to **open up the debate on the role of these technologies and the solutions they offer** to the global challenges facing the food industry.



The Deep Tech & AI theme will be explored at SIAL during a **dedicated summit** on **21 October**, in the start-up space or during the **SIAL Pitch**.

The Supply Chain at the heart of the food transition

In the face of recent upheavals (post-COVID-19, economic crisis and geopolitical upheavals), **the supply chain is now more than ever at the heart of food challenges on the global scale.**

SIAL Paris is addressing this issue as one of its key pillars. As a cross-cutting theme, the supply chain touches on issues of food traceability, supply chain security and sustainability.



Supply chain topics will be discussed at a dedicated **SIAL Summit** on **22 October from 10 am to 1 pm.**



Africa, a continent of possibilities

In recent years, African flavours have been making their way onto our plates to the delight of our taste buds, thanks largely to chefs who have put African-influenced dishes on their menus.

In 2024, SIAL Paris will shine the spotlight on this **constantly evolving continent**, which faces major **challenges in the food sector**. In Africa, investments in the agri-food sector reach \$15 billion each year (according to the United Nations Development Programme) and could reach \$50 billion by 2030 (source: Bill and Melinda Gates Foundation).

At the cutting edge in terms of sustainable, resource-efficient crops (such as sorghum, teff or millet), African know-how could be duplicated in the future in regions of northern Europe affected by climate change.



Africa will be given the spotlight at the **SIAL Summit on 22 October from 2 pm to 5 pm** and a special award will be given at **SIAL Innovation** to the most innovative African company.

A large, stylized sunburst graphic in a light yellow color, radiating from the top left towards the center of the page. The rays are of varying lengths and thicknesses, creating a dynamic, energetic feel.

02
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**SIAL PARIS
2024
A WHOLE HOST OF NEW
FEATURES**

**Here's a closer look at
what's new in the programme
and in the activity areas.**

SIAL INNOVATION

HALL 6

DECODING FOOD INNOVATION

SIAL Innovation is a global food innovation observatory run in partnership with ProtéinesXTC, which every two years reviews several thousand applications submitted by the show's exhibitors.

All over the world, players in the agri-food industry are reinventing themselves to meet current challenges and consumer expectations by developing innovative, healthier products with new ingredients and packaging.

SIAL Paris rewards these innovations through some **twenty theme-based awards allocated by category or sector** (dairy, seafood, frozen food, catering, etc.), as well as special awards such as the **Own the Change (CSR) Awards, the Start-up Awards and the Public's Choice Awards**, for which the SIAL Paris ecosystem is invited to vote before and during the show.

This 2024 edition features new special prizes such as the **Africa Awards and the Top 3 Countries Awards**, for the pick of the nations that have offered the most innovative products.

SIAL Paris is a trendsetter and offers visitors a unique insight into the future of global food through a dedicated area at the show featuring products from the SIAL Innovation selection.



Discover the 2024 SIAL Innovation awards prizewinners in the dedicated press release [here](#)



©Foucha_myward_dhernes

NEW!

SIAL TASTE

A taste for innovation

For the first time, visitors of the show will have the opportunity to taste products from the SIAL Innovation selection in a new area in Hall 6: **SIAL Taste**.

15-minute tasting sessions for the duration of the show. Open to all, without reservation.



SIAL INNOVATION AWARDS CEREMONY

The eagerly-awaited **SIAL Innovation Bronze, Silver and Gold Awards** will be unveiled at the awards ceremony, a not-to-be-missed event at the show!

Saturday 19 October 2024

from 4 pm to 6 pm

On the SIAL Talks HALL 5A stage

SIAL STARTUP

 In between HALL 5A/HALL 6

THE WORLD'S LARGEST FOODLAB

After a highly successful first edition in 2022, SIAL Start-up is stepping up a gear this year to welcome **150 foodtech start-ups from around the world which are redesigning the future of what we eat.** These are companies with innovative concepts and products that are breaking new ground, and for whom the show represents a **unique chance to create business opportunities** and raise their profile.

They are reinventing the catering industry, supporting manufacturers in their zero-waste policies, meeting the challenges of food delivery and innovating in the distribution sector, to give just a few examples. And what do they all have in common? They need to be discovered urgently. Especially because this year, for the first time, **early-stage projects** will also be exhibiting at SIAL Start-up.



NEW!

SIAL PITCH

The events' stage is the cornerstone of SIAL Start-up, and for five days it will be creating a real buzz within the space. There will be speeches from investors sharing their expertise alongside thematic pitch sequences to enable start-ups to boost their business, showcase their commitments, and maximize their opportunities for attracting investors.

Throughout the show

 In between HALL 5A/HALL 6

650 
START-UPS EXPECTED, INCLUDING

150

IN THE SIAL START-UP VILLAGE

In partnership with:
SESAME & Sprint Project

9 START-UPS TO BE FOUND WITHIN SIAL START-UP



ESSENTO

Essento combines quality and a low environmental impact in producing sustainable food: the company transforms edible insects into nutritious and tasty products such as meatballs, protein shakes, bars and snacks, and even sports food items.



LAS JELLY

Las Jelly's solid cocktails, encapsulated in gel spheres that melt in the mouth, bring a brand-new taste experience to this category of products, for a fun cocktail experience. They come in alcoholic or non-alcoholic versions, and benefit from a unique spherification technique.



O'TASTE

Less sugar, no additives or artificial sweeteners: the technology developed by O'Taste provides an ideal and natural solution to develop the sweet flavor of products, without degrading the taste or texture. It is also available in a version as an alternative to salt, with reduced sodium levels.



FOODPILOT

Thanks to its all-in-one SaaS platform, FoodPilot facilitates the food transition by collecting comprehensive data from the field. This enables companies to track, measure and manage the environmental and social impacts of their products from farm to fork and accelerate change.



Hyperplan

HYPERPLAN

The software solution developed by Hyperplan collects field data in real time and analyzes it using AI to guide crop management via an intuitive interface: while effectively preventing risks is now possible.



OLALA!

A pioneer in plant-based alternatives to seafood, OLALA! addresses the challenges of overfishing and climate change through six naturally occurring foodstuffs, offering taste and nutritional characteristics similar to products such as smoked salmon and tarama.



MODERATO

Wine lovers can now enjoy an alcohol-free alternative... and without compromising on taste. This means that wines from great French cuvées, cold-distilled and developed by moderato, can be enjoyed at any time and without consequences, creating new moments of pleasure.



ELIXIR LTD

Up to six hours of energy boost without sugar or sweetener, thanks to a blend of natural ingredients, such as guanara or matcha green tea: the promise of LIXR drinks is a healthy alternative to traditional energy products, in line with consumer expectations.



INCREDO

A flagship product of the Israeli company Incredo Inc, specializing in the development of technologies for taste and nutrition, Incredo® Sugar reduces sugar dosages by up to 70% while offering the same sweet sensation by means of a clean label formulation based on cane sugar.

NEW! SIAL FOR CHANGE

SPOTLIGHT ON CSR INITIATIVES THAT ARE PUSHING BOUNDARIES!

Promoting cutting-edge strategies for CSR-related topics, driving a collective movement, and **encouraging a positive vision of change** is the **spirit of the new "SIAL for Change"** competition, unveiled for the 60th anniversary of SIAL Paris.

Beyond products and innovations, this award **explores the global approaches of exhibitors**, who must demonstrate their commitment through a dedicated application form (available on the SIAL Paris website) reviewed by a panel made up of food industry professionals with a proven awareness of CSR, as well as specialists in the field, such as consultants from the Hyssop agency and journalists.

The SIAL For Change award takes into account the five main areas of CSR.

THE COMPANY AND CSR: management and coordination of the CSR process, internal commitment, responsible purchasing, etc.

INNOVATION AND PRODUCTS: responsible innovation

THE COMPANY AND SECTOR ISSUES: inclusion and diversity, working conditions, employee and partner well-being, etc.

THE COMPANY AND SOCIAL ISSUES: consumer health, preventing waste, solidarity and local involvement.

THE COMPANY AT THE SIAL SHOW: stands, transport, etc.



SIAL FOR CHANGE AWARDS

The best business initiatives in one or more of the CSR areas covered by the **SIAL for Change** competition will be rewarded during a ceremony at the show.

Tuesday 22 October at 5 pm



On the SIAL Talks HALL 5A stage



A CSR tour route

During the five-day exhibition, the winners of the **"SIAL for Change"** award will promote the image of a sector targeting solutions for sustainable food.

They feature on a special CSR tour route to optimise their visibility.

TO FOLLOW

The IDF International Dairy Summit and SIAL Paris have forged a partnership for a sustainable dairy sector.

Paris will host the IDF World Dairy Summit from 15 to 18 October 2024, a crucial event for the dairy sector, which is facing economic, social, climate and consumption challenges. At the CNIT in La Défense, 1,500 participants from 53 nationalities will attend conferences and round tables on topics such as nutrition, sustainable food, science and technology, and health safety, along with various technical visits. SIAL Paris will be offering Summit participants a full day of discovery with a guided tour of the show on 19 October. This partnership with the CNIEL (French National Dairy Interbranch Organisation) is also giving rise to the publication of **a white paper** on the challenges of sustainability and food safety in the dairy sector.

For this first edition of the SIAL For Change Awards, aimed at rewarding and spotlighting companies that have placed Corporate Social Responsibility (CSR) at the heart of their strategy, a total of no fewer than 66 applications were examined by the jury!

The number of applicants testifies to the global commitment of the sector on this theme

66

APPLICATIONS REVIEWED
BY THE JURY

Companies in the grocery sector accounted for the highest proportion of candidates up for consideration (24%), followed by cereals, legumes and fruits (14%) and the organic & wellness category (14%).

At the heart of their commitment: the well-being of the consumer, with ever healthier recipes, but also attention paid to respect for natural resources on the back of a drive to reduce food waste through donations (to charities, employees, etc.). All this progress is rigorously monitored, with costed indicators and a resolutely committed trajectory aimed at lasting and far-reaching change.



SIAL FOR CHANGE AWARDS FIRST PRIZE



The Normandy company **Biscuiterie de l'Abbaye**, founded in 1961 and located in Lonlay l'Abbaye (Orne département), **secured the SIAL For Change Awards first prize!**

The cross-cutting commitment displayed by this "Living Heritage Company" (EPV - Entreprise du Patrimoine Vivant), also labeled PME+, won over the jury: its actions cover every aspect – corporate, environmental and societal – of CSR. CRC® sustainable flours (based on the principles of sustainable and controlled farming practices), commitment to organic farming (50% of turnover), reincorporation of broken biscuits, budgets dedicated to improving working conditions and quality of life, 60% health insurance, etc.: the business boasts multiple initiatives and involves its employees as well as its stakeholders. 20% of its 265 employees participate in the continuous improvement of the CSR policy.



JURY'S FAVOURITES

Four other companies received the plaudits of the jury: their bold approach, particularly with respect to their context (size, location, etc.), found favor with the professionals analyzing the dossiers.



LIONHEART FARMS

The Philippine company **Lionheart Farms**, a specialist in the beverages and condiments sector, selects ingredients from organic and regenerative farming. It also engages in agroforestry projects and collaborates with indigenous populations and NGOs, testifying to a consistent and multidisciplinary approach.



ANDRIANI

Natural innovators for conscious food

In Italy, **Andriani S.p.A** combines the demanding BCorp certification with the status of Società Benefit (a purpose-driven company).

Its gluten-free pasta, made from organically grown cereals and legumes, is produced according to global sustainability principles. This commitment runs through the entire value chain, with a focus in particular on saving on resources and developing benefits for its employees.



LIMBUA

The Pride of African Farming

Through its activity dedicated to macadamia nuts, the German-Kenyan company **Limbu** has an integrated approach, ranging from the incubator to export and global distribution, with complete traceability. Not content with having made organic farming a standard on its farms, it participates in diversifying crops to preserve biodiversity and ensure a decent income for farmers. The company also supports educational projects through the foundation created by Limbu.



**CHERUBINO
VALSANGIACOMO
BODEGA**

Cherubino Valsangiacomo Bodega addresses the environmental impact of Spanish vines through an arsenal of measures: organic certification, absence of irrigation, plant cover. This commitment extends throughout the value chain, not least due to lighter bottles as well as the planned return of deposit refunds.

In addition to acquiring its raw materials at higher than market prices, the company also takes good care of its employees (free catering, working time reorganization during summer to take account of the heat, etc.).

NEW!

SIAL JOBS

 **Main reception area**
between entrances to HALLS 3 and 4

CONNECTING TALENT AND RECRUITERS

SIAL Jobs addresses one of the sector's major challenges: **connecting companies and talent** to facilitate recruitment. With **Hellowork**, SIAL offers exhibitors a digital tool for presenting **job offers and pre-selecting candidates** before the show. Their ads will be featured in the exhibition area to optimise visibility.

But SIAL Jobs does not stop there: the exhibition space will also showcase recruitment **initiatives developed by ARIA** (Regional Food Industries Associations). They will present their work and organise discussion sessions at their stand to demonstrate their regions' dynamism. The **EIT Food** Innovation Accelerator, co-funded by the European Union to improve our food system and produce healthy and sustainable food for all, also participates in the scheme.



SIAL TALKS



SIAL INSIGHTS EXPERTS DECIPHER THE TRENDS OF THE FOOD INDUSTRY

Morning meetings with experts from Kantar, ProtéinesXTC and Circana to focus on the major trends emerging from the latest edition of SIAL Insights.

Sunday 20, Monday 21
and Tuesday 22 October
from 10:30 am to 11 am



On the SIAL Talks HALL 5A stage

SIAL SURVEY: THE STUDY CARRIED OUT BY SPRINT PROJECT

SprintProject and SIAL Paris are looking at the future of food industry transformation.

The exclusive SIAL Survey, which reports on open innovation within the food industry today, sheds light on how companies can navigate this complex landscape and together seize future opportunities.

Saturday 19 October from 2 pm to 2:30 pm



On the SIAL Talks HALL 5A stage

 HALL 5A

SIAL PARIS OPEN STAGE

SIAL Talks is the place to be to share the latest **news** and the **trends affecting the food industry** with speeches from the show's expert partners as well as numerous speakers from the industry.

This platform of exchange will also provide an **opportunity for celebration**, with **award ceremonies** for a number of competitions such as SIAL Innovation, SIAL For Change, Ecotrophéa, etc.

Discover the conference program [here](#)



NEW!

SIAL SUMMITS

 **HALL 5A**

RISING UP AND INSPIRING SOLUTIONS FOR THE FUTURE

To mark its 60th anniversary, SIAL Paris is revolutionising the traditional conference experience with the launch of SIAL Summits, **dedicated to the crucial issues and innovative perspectives shaping the food industry.**

This brand new live content experience will focus on **four themes: CSR, AI and Deep Tech, Supply Chain, Africa.** Each half-day will feature a series of round-table discussions and keynotes by **leading international executives and experts** to explore the immediate impact of these themes and **develop concrete solutions to meet future challenges.**



**From Sunday 20 to Tuesday 22 October
HALL 5A**

*Access on presentation of a visitor badge
and a Summit ticket €96 including VAT
the Summit pass or €192 including VAT for
the full Summit Package.*





CSR SUMMIT

Sunday 20 October
2:00 pm - 5:00 pm

Discover the program and the other Summit CSR speakers [here](#)

In partnership with
Food Paradoxa

CSR topics are at the heart of the concerns of SIAL Paris exhibitors and visitors: between desire to act and striving to improve business performance, how can the obstacles to this transition be overcome?



CÉCILE BÉLIOT-ZIND

General Manager - Bel Group (Keynote)

After 17 years at Danone, Cécile Béliot joined the Bel Group in 2019 and has been Managing Director for 2 years.

She is leading the transformation of Bel to make it one of the leaders in healthy snacking through 3 pillars (dairy, fruit and vegetable), with a sustainable and responsible growth model.



FANNY PARISE

Anthropologist - Strate, Lyon School of Design

The French anthropologist Fanny Parise is a specialist in contemporary issues and the evolution of lifestyles. In addition to her academic research at the University of Lausanne, she develops expertise in the private sector with manufacturers and international retailers (consumer goods, food, etc.).



DEEPTech & AI SUMMIT

Monday 21 October
from 10 am to 1 pm

More information on the Deeptech & AI Summit [here](#)

In partnership with
Hello Tomorrow, KMZero,
Sesamers and SprintProject

A day at the heart of the future of food. Operational efficiency, cutting-edge technologies, recipes for innovation, customer experience, sustainability: what are the revolutions triggered by AI and cutting-edge technologies?



RAM RAMPALLI

VP, New Ventures & Growth - Walmart Global Tech

Following several years working at eBay, Ram Rampalli has been with Walmart since 2011, where he leads the New Ventures & Growth division of the Walmart Global Tech business unit, with particular responsibility for driving innovation. Every day he shares the benefits of his expertise in product data and crowdsourcing.



ALEXANDRE DE SOUZA CARVALHO

Global Head of Marketing Food & Nutrition - Roquette

With 25 years of experience in the consumer and food sectors and diplomas in pharmaceutical sciences and business administration, Alexandre leads marketing at Roquette to consolidate the position of this world leader in plant-based ingredients.



SUPPLY CHAIN SUMMIT

Tuesday 22 October
from 10 am to 1 pm

More information on the
Supply Chain Summit [here](#)

In partnership with:
SprintProject

A highlight that reveals the transformation and (r)evolutions of the supply chain. Greener, more local, transparent, digital: how is the food supply chain being reinvented in the face of global challenges?



STÉPHANE LAYANI

CEO - Rungis International Market

At the head of the Rungis international market since 2012, Stéphane Layani has worked in the past in various institutions, such as the European Commission.

An expert in the fields of consumption, law, and administration, he is a graduate of IEP Paris and ENA.



DIRK JACOBS

Managing Director - FoodDrinkEurope

A specialist in public and international affairs, Dirk Jacobs plays a key role in the development of farming in Europe, through his responsibilities within FoodDrinkEurope, representing the European food and drinks industry, and his participation in many platforms and initiatives in this sector.



AFRICA SUMMIT

Tuesday 22 October
from 2 pm to 5 pm

More information about
the Africa Summit [here](#)

In partnership with CIRAD
and the UNESCO Chair in
World Food Systems

Sponsored by
Prosper Cashew

Between tradition and modernity, cultural influences and standardization, business challenges and the arrival of a new generation of entrepreneurs... How is Africa taking its place at the heart of food innovation?



KAKO NUBUKPO

WAEMU Commissioner

(West African Economic and Monetary Union)

Kako Nubukpo is the Togolese Commissioner for the Commission of the West African Economic and Monetary Union (WAEMU), in charge of agriculture, water resources and the environment. His expertise and experience in the fields of economics and agriculture are recognized both in Africa and in Europe, where his services are regularly called upon.



GEORGIANA VIUO

Michelin-starred chef

After leaving Benin very early and taking a degree in foreign languages followed by an early career in communication, Georgiana Viou made a career move into the world of gastronomy. Her instinct and energy were rewarded with a Michelin star at the Rouge restaurant in Nimes.

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03

**SIAL
INSIGHTS**

EXPLORING THE FUTURE OF FOOD

SIAL INSIGHTS

A UNIQUE INSIGHT INTO UNDERSTANDING AND RESPONDING TO TOMORROW'S FOOD CHALLENGES

Sponsored by SIAL, SIAL Insights is an exclusive study combining 3 major international studies to decipher consumer expectations, trends in food innovation and out-of-home catering and retail on a global scale.

This study results from the synergy of the **Food 360™ study**, carried out by **Kantar** every two years for SIAL, the **World Innovation Barometer** carried out by **ProtéinesXTC** and the **study of consumer trends and out-of-home catering** carried out by **Circana**.

The full results of **SIAL Insights**, the main points of which are outlined below, are available in the form of a **Trend Book** available on the **SIAL press area** or on request by contacting the **Agence 14 Septembre** team.



THE STARTING POINT

THE FOOD

INDUSTRY IN 2024



Towards a new optimism in food

Addressing the environmental and social challenges of our time is a matter for our plates. This awareness is becoming widespread, with 67% of people around the world agreeing that "Eating is a civic act" (+3pts) – an opinion that is gaining ground in Europe and making strong progress in countries that have so far been less committed (USA and China).

Spotlight on enjoyment

The pandemic is still fresh in people's minds, and the uncertain context and future have reinforced the need for comfort and the role of food as a safe haven, a pleasure accessible to everyone on a daily basis. With expectations on the rise (+5pts), pleasure is also a factor for more than one innovation in two (+5pts), particularly in Europe (53.6% compared to 52.1% of innovations worldwide).

Enjoyment that doesn't get in the way of making informed choices

83% of consumers say they have changed their food habits and purchases in the last two years, mainly for a healthier diet (74% + 7pts), but also to go local (53% + 5pts), for environmental reasons (45% + 2pts) and finally for safer and healthier ingredients (44% + 7pts), at the crossroads of health and environmental concerns. And these expectations also apply to when consumers are eating out. Even if these commitments do not systematically find their way into our shopping trolleys or onto our plates (the famous Value action gap), the desire to eat better for ourselves and for the planet continues to grow.

Inflation, a surprise guest

After the pandemic and its direct and indirect consequences on food consumption and purchasing behaviour (digitalisation, homing, working from home, etc.), inflation changed the situation. For the past two years, it has been on virtually every table in the world. Weighing on the purchases of 44% of consumers, inflation is forcing them to adopt different types of strategies and trade-offs, whether in terms of food purchases or eating out. It plays into the hands of own brands and simple offers in terms of revenue and promises.

Innovation convallescening on the shelves, but in good shape in restaurants

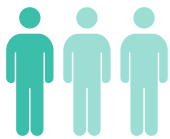
After an all-time low in 2022, food innovation is gradually picking up again and this is good news because nearly 7 out of 10 people around the world say they are interested in new food products. In Europe, where people are attached to eating out, 66% of people find the sector innovative.

3 TRENDS THAT CONFIRM THE CENTRAL ROLE OF FOOD IN OUR LIVES

52

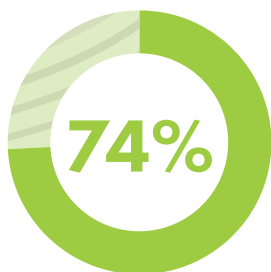
MORE THAN HALF OF ALL NEW FOOD PRODUCTS ARE PLEASURE-RELATED 52% (VS 47%).

Source: ProtéinesXTC



FOR ALMOST 1 OUT OF 3 PEOPLE, SOCIALISING IS ONE OF THE REASONS FOR GOING OUT TO EAT.

Source: Circana



OF PEOPLE THINK THAT THEIR DIET MAY PRESENT A HEALTH RISK. THIS FIGURE IS RISING (+ 4PTS), WITH A NOTABLE INCREASE IN THE UNITED STATES AND EUROPE (FRANCE + 7PTS TO 72%).

Source: Kantar

EMOTION

The **central place of pleasure** in both expectations and innovations – combined with a **growing need for rewarding oneself** – is opening the door to a type of food that actively plays the emotion card: sensory emotions through taste, of course, and through the whole range of colours, smells, textures etc., and the emotion of an experience that creates memories, with an increase in the **importance of celebrating**, both at home and in restaurants.

CONNECTION

Food is also, and above all, a collective affair, and the **resurgence of socialising** after the forced pause caused by the pandemic is proof of this. Socialising makes us feel good and helps to take our mind off our constant worrying.

This connection is also historic and geographic:

we're reconnecting with our culinary heritage and **tradition is becoming trendy again** (in dishes, ingredients, at home and in restaurants) .And we're as keen as ever to travel beyond our own borders for new gastronomic experiences. These **exotic explorations** are often enjoyed in restaurants before being adopted at home. Asia, and Korea in particular, is still at the top of the list, with Bibimbap being the number one recipe search on Google in 2023!

CARE & CONSIDERATION

Food, as a focus on ourselves...

Health is the primary reason for changing our eating habits.

For some, it's about optimising the body as an organism, with innovations focused on energy and performance, echoing the athletes at the Olympics and elsewhere, with the protein boom in particular. For others, it's about a gentler way of looking after ourselves, in search of a holistic balance, **founded on naturalness** of course, or on a more personal level, focusing on adaptogenic foods, new miracle products.

... food, as a focus on the world. More and more radical expectations are being expressed, and there's a need for support through long-term efforts and a clear, accessible offer from manufacturers... so that this change can actually be seen on people's plates.

A large, stylized sunburst graphic in a light yellow color, centered on the left side of the page. The sunburst consists of numerous thin, radiating lines of varying lengths, creating a bright, energetic effect. The background is a solid, vibrant yellow.

04

**SIAL PARIS
2024
IN PRACTICE**

STATISTICS

the show

60 YEARS OLD
in 2024

270,000 m²
of exhibition space,
the equivalent
of **100** supermarkets!



5-day-long
show



7,500
exhibitors expected

400,000+
exhibited products



10 sectors

205
countries represented

285,000

professionals expected
of whom **80% international**

around **130**
official delegations



650 start-ups

leads

A programme of
8000
Top Buyers



200 contacts made
on average per exhibitor



83%
of buyers made
transactions on site
or after SIAL

more than
50 billion
euros in purchasing
power for TopBuyers
(alone) during the show

9/10

visitors consider SIAL
strategic for their company



TOP 10 COUNTRIES (BY EXHIBITION AREA)

-  1. ITALY
-  2. FRANCE
-  3. SPAIN
-  4. TÜRKIYE
-  5. CHINA
-  6. THE NETHERLANDS
-  7. GREECE
-  8. BELGIUM
-  9. POLAND
-  10. BRAZIL

12 NEW COUNTRIES REPRESENTED

-  1. AZERBAIJAN
-  2. GUATEMALA
-  3. GUINEA
-  4. IRAQ
-  5. ICELAND
-  6. JERSEY
-  7. KUWAIT
-  8. LIBYA
-  9. MOZAMBIQUE
-  10. NIGERIA
-  11. UGANDA
-  12. TAJIKISTAN



FRANCE

600

FRENCH EXHIBITORS EXPECTED

TOP REGIONS (BY EXHIBITION AREA)

1. Île-de-France
2. Brittany
3. Hauts-de-France
4. Pays de la Loire
5. Nouvelle Aquitaine
6. Auvergne-Rhône-Alpes
7. Occitania
8. Normandy
9. Grand Est
10. Provence-Alpes-Côte d'Azur
11. Bourgogne-Franche-Comté
12. Centre-Val de Loire
13. Corsica
14. La Réunion

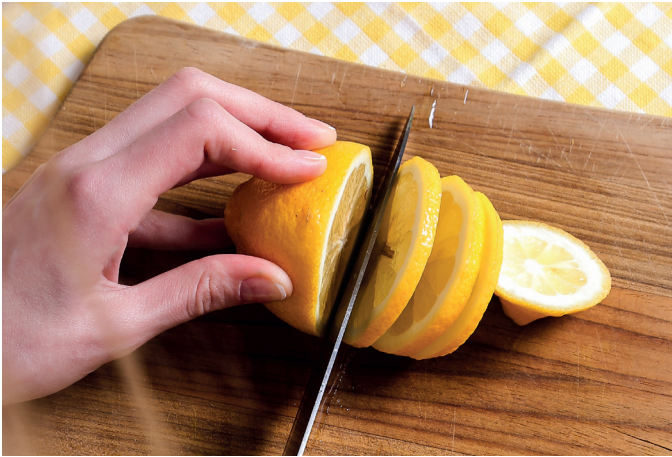
TOP 3 MOST REPRESENTED SECTORS (FRANCE)



TOP 3 MOST REPRESENTED SECTORS (WORLD)



SIAL PARIS 2024 COMMITS



CSR

SIAL Paris 2024 commits to and inspires solutions for the future, to meet CSR challenges in the food industry

It's a big challenge to host the entire global food ecosystem in one place – but SIAL Paris is ready!

Such initiatives taken by the show and the event organiser, Comexposium, combine the ever constant pleasure of discovery and exchange in a context that limits material and energy consumption and addresses issues such as waste management, the circular economy, and inclusion.

Measuring SIAL Paris' global carbon footprint – it counts!

Transport, energy, set-up, communication, and much more: A global event like SIAL Paris, with nearly 7,500 exhibitors, has a vast environmental impact on many points.

That makes calculating its carbon footprint both necessary and complex. A first for 2024, the calculation will enable the show to identify areas of improvements to be explored for future editions.

A more resource-friendly show thanks to the commitment of exhibitors, service providers and visitors

SIAL Paris redefines the standards of professional events, questioning consumption practices related to reception, stand design, waste management, and energy use.

Some examples of concrete measures:

100% ELECTRICITY FROM RENEWABLE ENERGY and reduced night lighting.

COLLECTION of cigarette butts, **RECYCLING** oil, and **SORTING** and **RECOVERING WASTE** from the show to improve the recycling rate by 30% in 2024.

USE OF ECO-DESIGNED STANDS (LED lighting, reusable structures, carpet tiles), exhibitors have access to a material pool and a reuse platform to promote circular consumption.

NO TO PAPER, the catalogue will be available in a 100% digital version.

CATERING AT SIAL PARIS: local and/or seasonal products, reduction of meat dishes or proteins with a high environmental impact.



THERE WON'T BE ANY LEFTOVERS AT SIAL PARIS!

Partnerships with associations such as the French Red Cross and the Food Bank optimise the approach to leftover food which will be collected during the show with a program to raise awareness among stakeholders.

In 2022, 40 tonnes of donations were redistributed by the Red Cross.

SIAL KEY INFO



From Saturday 19 October
to Wednesday 23 October 2024



Saturday to Tuesday: 10 am to 6:30 pm,
Wednesday: 10 am to 5 pm
Last entry at 2 pm



Paris-Nord Villepinte Exhibition Centre
82 Avenue des Nations,
93420 VILLEPINTE, FRANCE

GETTING TO SIAL PARIS

By RER B "Parc des Expositions" station.

Shuttle bus departs every 10 minutes from 7:30 am to 11:30 am from Paris Gare Montparnasse or Paris Porte Maillot or Paris Cour Saint-Émilien – Gare de Lyon to SIAL Paris Parc des Expositions Villepinte.

Return shuttles leave every 10 minutes from 3 pm to 8:30 pm from the Villepinte Exhibition Centre to Paris Gare Montparnasse or Paris Porte Maillot or Paris Cour Saint-Émilien – Gare de Lyon.

Shuttle prices

1 day return: €10 incl. tax // 5 days return: €45 incl. VAT Tickets sold on site – subject to availability. For shuttle services before and after SIAL, visit: <https://www.sialparis.com/en/practical-info/plan-your-visit>

VISITORS

Visitors can book their badges via the badge.sialparis.fr/en pre-registration platform so they can start planning their visit right away, with:

- Simplified access to the site thanks to the digital badge: it is no longer necessary to print your badge at the show reception desk.
- Guaranteed advance notification of all the new features of the show.

Visitors can already book their pass to attend the SIAL Summits conferences via the ticketing service for €96 (incl. VAT) for one Summit or €192 (incl. VAT) for the full Summits Pack.

EXHIBITORS

The list of exhibitors registered to date is available [online](#).

ACCOMMODATION

Bnetwork has selected a range of hotels ideally located around Paris Nord Villepinte at preferential rates for SIAL in order to facilitate your booking process. Simply choose from the list of hotels and send your accommodation request to clients.paris@bnetwork.com

Find all accommodation on offer on the booking platform: sial.bnetwork.com

SHOW PRESS OFFICE:

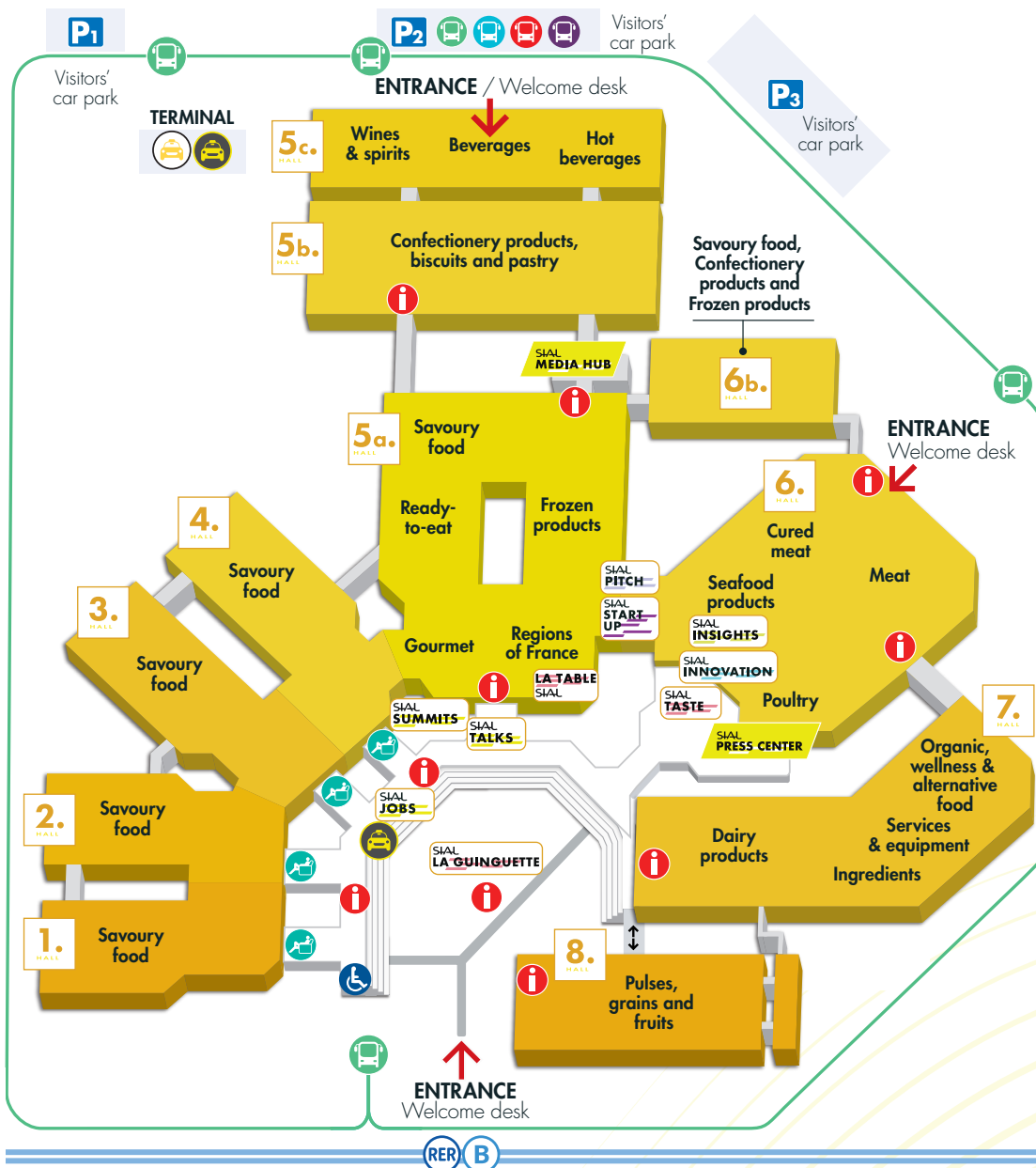
The SIAL Paris press office in HALL 6 is accessible to journalists upon presentation of proof of identity (press card, assignment letter, etc.). The Agence 14 Septembre team will be happy to provide you with the show press kit and help you organise your visit by identifying the highlights not to be missed during your visit, etc. Drinks and snacks will be available on site. This is a real workspace (Wi-Fi, printers, etc.) with areas for quiet interviews.

NETWORKING

This year, exhibitors and visitors can maximize their business opportunities thanks to the SIAL Paris networking platform which can be found here: www.cxmp.com/fr/seller-register-sialparis

MEDIA ACCREDITATION

To apply for media accreditation, go to badge.sialparis.fr/en // Registration > Badge application (or "Log In" if you already have an account). You will be asked to upload your proof of accreditation (press card, magazine masthead, media assignment letter, recent signed article in media in question, business card) in PDF or jpeg format.



FREE SHUTTLES



Esplanade ↔ Parkings

- Esplanade - RER
- Parking P1
- P2 Shuttle Bus Terminal
- Hall 6



SIAL → Roissy CDG airport

PAID SHUTTLES



SIAL → Paris Porte Maillot



SIAL → Paris Montparnasse



SIAL → Cour Saint-Émilion Paris Gare de Lyon

- 1 day round trip: €10 (incl. VAT)
- 5 days round trip: €50 (incl. VAT)

TRANSPORTS



Taxi



Reserved vehicles (taxis, VTC, motorbikes)



Parc des Expositions

SERVICES



Information



Handicap welcome desk



Rest area

HOTLINE SIAL:

+33 1 76 77 13 58

Non-contractual floor plan

NEW!

As part of its efforts to improve the visitor experience, SIAL is responding to those who have expressed the wish for the show to be organised by product type, to make visits more efficient. The new layout unveiled for this 2024 edition brings together exhibitors by theme.

80%

OF SIAL PARIS VISITORS SAID THEY WOULD LIKE THE SHOW TO BE ORGANISED BY PRODUCT TYPE



14
SEPTEMBRE

Agence 14 Septembre
sial-international@14septembre.com

ABOUT SIAL PARIS

Organised by Comexposium, SIAL Paris is the world's largest food trade show, with 7,500 exhibitors expected to attend and 400,000 products on display. Every two years, this business-generating event offers a unique insight into the trends and opportunities in the sector. The event is part of SIAL Network, the world's largest network of trade shows dedicated to food and beverages, which brings together 17,000 exhibitors and 700,000 professionals from 205 countries through 11 regular shows (SIAL Paris, SIAL Canada in Montreal and Toronto, SIAL in China in Shanghai and Shenzhen, SIAL Interfood in Jakarta, SIAL in India in New Delhi, Food & Drinks Malaysia by SIAL in Kuala Lumpur, Gourmet Selection by SIAL, Cheese and Dairy Products Fair and Djazagro in Algiers). The next edition of SIAL Paris will take place from 19 to 23 October 2024 in Paris Nord Villepinte, with an exceptional programme celebrating the 60th anniversary of the show.

www.sialparis.com

ABOUT COMEXPOSIUM

The Comexposium Group is the leader in event organisation and in bringing communities together around their business and their passions. Comexposium organises over 150 events for professionals and the general public, covering more than 10 industry sectors (agriculture/food, retail/digital, fashion/accessories, leisure, etc.). As a creator of experiences and encounters between people, the group connects 48,000 exhibitors and 3.5 million visitors 365 days a year. Through its events (SIAL, All4Pack, Paris Retail Week, One to One E-Commerce, Foire de Paris, Rétromobile, etc.), Comexposium keeps its communities connected all year round via efficient and targeted omnichannel tools.

www.comexposium.com