

**NORTH AMERICA'S
LARGEST FOOD INNOVATION
TRADE SHOW**

**INSPIRE
FOOD BUSINESS**

18th EDITION • **TORONTO** SEPTEMBER 21 TO 23, 2021 • ENERCARE CENTRE

**OVER
25,000 VISITORS**

80% have a direct role in the purchasing process

3 MAIN REASONS FOR VISITING

- 1 Discover new products and equipment
- 2 Identify new opportunities and markets
- 3 Keep up-to-date with market innovations

Source: SIAL Canada 2019 Survey

THE CANADIAN MARKET

- 75\$ BILLION** in food-service sales
- 9,540\$ MILLION** in monthly sales in food stores
- +1,7%** in food sales in 2018 (source: Nielsen)
- 1st FOOD SUPPLIER** of United-States
- 166,000** food-service points of sale
- 20,108** grocery stores

**TAKE PART IN
NORTH AMERICA'S
BIGGEST AGRI-FOOD
INDUSTRY EVENT**



**SIAL CANADA
2019 STATS**



**OVER 90% OF BOTH
VISITORS AND EXHIBITORS**

feel that SIAL Canada is North America's most important tradeshow

**OVER
1,000 EXHIBITORS**

Onsite + virtual

50+ countries represented

**3 REASONS TO TAKE
PART AS AN EXHIBITOR**

- 1 "Grocerant" focus: a new market trend opened to food service
- 2 Closing new deals
- 3 Finding new distributors, partners and resellers

**THE SIAL
INNOVATION
CONTEST**

SIAL
**INNO-
-VATION**

- Exclusively for exhibitors
- A boost for your business
- Unparalleled international exposure

**THE BUYERS
PROGRAM**

SIAL
**HOSTED BUYER
PROGRAM**

- Meet nearly 100 national and international key buyers and importers
- More than 1,500 business meetings expected this year
- Free for all registered exhibitors

2019 Partners: Québec

Ontario EDC Association of Food Industries