





## 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

Discover new products and equipment

3

Identify new opportunities 2 and markets

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)

1<sup>st</sup> 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

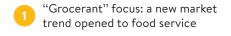
feel that SIAL Canada is North America's most important tradeshow

# OVER **1,000 EXHIBITORS**

Onsite + virtual

50+ countries represented

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



Closing new deals

Finding new distributors, partners and resellers

### THE SIAL INNOVATION CONTEST



• Exclusively for exhibitors

- A boost for your business
- Unparalleled international exposure

#### THE BUYERS 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

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