



PRESS RELEASE

For Immediate Release

Note to Editors: Please publish the dates and location of this exhibition in your listing of upcoming events.

SIAL Montréal 2008 –An Innovative Success!

Montréal, May 7, 2008 – The fifth edition of the North American Food Marketplace, which ended April 25, was a resounding success. The feedback received from exhibitors and visitors has been extremely positive with comments focusing on the **quality of SIAL Montréal and its position as an event not to be missed** for all professionals working in the North American food industry.

Mr. Mathieu Herrou, General Manager for Expo Canada France Inc., provided an explanation of SIAL Montréal's amazing success saying it was due to its unique positioning as an international exhibition on Canadian soil and its integration as part of cohesive worldwide events, Groupe SIAL (Paris, Shanghai, Buenos Aires and Montréal). He also declared that the success of this event was made possible thanks to its loyal partners and clients (exhibitors and visitors). **The success of this event marks the first step in its evolution as a yearly exhibition**, which in 2001 had originally been created as a biennial affair.

In terms of figures, some **550 businesses** in Canada, the U.S. and about thirty other countries exhibited their wares (grocery products, fruit and vegetables, meat, frozen foods, dairy products, organic foods, etc.) over 200,000 square feet of space. **International exhibitors represented nearly 40% of exhibitor offering** with the United States, Italy and France making a distinct impression, however, other noteworthy exhibits represented Spain, Austria, Syria, Pakistan, Poland...

For this 5th edition, SIAL Montréal gathered together **12,461 professionals from the food distribution and agrifood industries as well as restaurant procurement services**. Visitors to the exhibition came from all over Canada as well as from about thirty US states and more than 60 countries over 5 continents.

In terms of 2008 innovations, SIAL's renowned **Trends & Innovations** operation made its way from Paris and Shanghai to triumph for the first time ever in Montreal where it imaginatively featured innovative products from our exhibitors and spotlighted North America's market trends: the issue of health was at the forefront of North American consumers' criteria for product choice, it came before pleasure, exoticism and practicality. We awarded one **Trends & Innovations 2008 Grand Prize** and nine **Trends & Innovations 2008 Prizes** from a total of 50 pre-selected products.

SIAL Montréal also hosted this year the 2nd edition of the international olive oil contest **Olive d'Or**. Strengthened by the success of the first edition, there were **105 olive oils** participating in the contest from **18 different countries**. Olive oils from all over the world were exhibited in the Olive d'Or space and generated tremendous interest from restaurant and food distribution professionals.

Much more than a basic professional exhibition, SIAL Montréal is also a learning experience and a means to reflect and better understand the **complementarities of the food, nutrition and health fields**. This year, several issues of concern to consumers were put forward during the **Agora Nutrition**, which also

enjoyed great success throughout its 2nd edition. Among others, the Danone Institute was a popular participant.

And finally, along with SIAL Montréal, **SET Canada** was also a hit as it enjoyed its first annual edition providing access to more than 90 exhibitors to present their services, equipment and technological innovations for the food distribution, restaurant, hotel and food service industries

SIAL Montréal and SET Canada wish to thank *Agriculture and Agri-Food Canada, Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec, Agrifood Export Group Québec-Canada, Association des détaillants en alimentation du Québec* and the *National Bank* as well as all our other partners, sponsors, exhibitors and visitors who contributed to the success of this new annual event.

For more information and to inquire about the names of the contest winners, please visit the following websites: www.sialmontreal.com & www.setcanada.ca .

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