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SIAL
INSPIRE FOOD BUSINESS

2022

Eurobank

The award winning Export gate portal helps businesses expand internationally

Audrey Ashworth

"SIAL Paris 2022 exceeded the levels of 2018"

Laurent Thuillier

"Greece and France have enlarged bilateral cooperation"

SIAL Paris

Reasserts its standing as the world's foremost food industry event



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The award-winning Exportgate portal helps businesses expand internationally

Eurobank offers its clients a wide range of services to meet their needs, such as online advisory services for the expansion of their international business activities, online services for supply chain finance products, a full set of innovative digital tools for international trade transactions, as well as full online support for a wide range of international trade finance products. To enhance further the synergistic effects of both traditional and non-traditional banking tools related to international trade, Eurobank has developed Exportgate, an integrated, online international trade portal that reinforces businesses' efforts to connect globally and also gain a comprehensive insight and access to sophisticated tools and sources of specialist information which will allow them to flourish and grow.

BENEFITS

Exportgate members gain access to a digital platform enabling them to easily identify and expand their network of trusted partners, wherever they currently operate, minimizing costs and accelerating growth in new markets. They also benefit from access to one of the largest electronic libraries of international trade data for over 180 countries. By tapping into the Exportgate's digital library resources, businesses get dynamic insights on macroeconomic issues and statistics, market trends and consumer behaviour by country. Greek and Cypriot businesses can enjoy easy, online access to data regarding over 1,000,000 partners in more than 200 countries. Moreover, with Exportgate's user-friendly digital tools, Exportgate



ExportGate



members are informed, on a daily basis, about more than 1 million invitations of interest for public and private tenders running in a raft of countries. Exportgate's International Trade e-Library is available to all businesses from all sectors, at no cost. Since 2013, the library has attracted over 1 million visitors from 110 countries. More than 5,200 Greek companies from all the dynamic export sectors of our country have joined the Exportgate's International Trade e-Library.

PART OF TRADE CLUB ALLIANCE

Exportgate is part of the "Trade Club Alliance", the First Global Digital Business Connectivity Network supported by international banking groups. This achievement was made possible through the strategic

partnership between Eurobank and Banco Santander. This network enables all its members to easily, quickly, and reliably identify and make successful business deals, using advanced digital tools based on AI technologies and receiving collaboration proposals that suit their needs. The network connects over 22,700 businesses in more than 60 countries via 14 banking groups. All participating banks follow procedures and strict control protocols to ensure the integrity of the network. In this context, Eurobank designs and implements actions that contribute to the strengthening of extroversion via Trade Corridors. Using the electronic networking tools of the platform we set the conditions for possible synergies in the electronic and/or physical world via Trade Missions, for example those with Banco Santander in Spain and Poland, where 200 targeted B2B meetings gave the opportunity to more than 40 Greek exporters to get in contact with 50 international buyers.

[To access Exportgate, create an account here.](#)

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AUDREY ASHWORTH

"SIAL Paris 2022 exceeded the levels of 2018"

SIAL Paris is widely known as a very successful event. Audrey Ashworth, the Director of SIAL Paris spoke to FNB Daily, saying "After a difficult four year period that SIAL had to be canceled due to the pandemic, it is now back with 7,000 exhibitors from 127 countries. "This year's exhibition spanned across 250,000 square meters, an area equivalent to 14 football fields, presenting over 400,00 products."

By Nectarios V. Notis

We are honored to have with us here, in SIAL Live TV powered by FNB Daily, Ms. Audrey Ashworth the Director is SIAL exhibition. Thank you for being with us Ms. Ashworth.

Thank you for inviting me.

Do you think this is a successful exhibition, this year's SIAL after 4 years of absence?

4 years indeed. It's been 4 difficult years not to have any SIAL, but we're back and we meet again, which is really important, at the same level as in 2018. With 7,000 exhibitors from 127 countries, so even more than 2018 actually. 250,000 m2, that's approximately 14 football fields, 400,000 products and innovation at the heart of SIAL Paris.

During the pandemic and after, we started talking about the possible new form of exhibitions. If we could go to hybrid or stay digital only or return to the physical form. What is your opinion on this?

As a matter of fact, I think that the more digital the world is going, the more in person events, like SIAL Paris, are essential. And I think that's what we see today. Nevertheless, having hybrid tools and getting content on a yearlong basis is really important and that's what we also do at SIAL Paris.

What is the future of exhibitions?

I believe again that the future of exhibitions are exhibitions in person, with hybrid content, with digital applications, with all year long content,



like podcasts, webinars. Having the digital platform that we launched recently, is also a way to give access to buyers and sellers to meet on a year-round basis.

After the pandemic, have the clients' needs and demands changed?

The consumer has changed a little bit. We saw that during the pandemic there was more DIY home cooking. The innovations reflect that new trend. Health is also a trend that we see. Obviously, also very much pushed by what happened during the pandemic. Nevertheless, if it doesn't taste good, you don't sell. So, it's a balance between healthy, ethical, natural and tasteful food that we see now. And that's what we also notice for SIAL Innovation. We work on 1,800 applications; out of which 21 were award nominated recently. Really, health and phygital trends are noticeable among those products.

When I asked about clients before, I meant SIAL clients, exhibitors. Have the needs of exhibitors changed after the pandemic?

What they want is to meet again, to do business again, to find new ways of

exports, for buyers to get new suppliers. That has not changed fundamentally.

The needs regarding their presence here? The halls, the stands?

They need to have a stand to work on buyers.

Their needs in order to create and establish their stands. What they demand from you as the organizer.

More advice. We need to advise them more on what's the best way to exhibit, what needs to be done. Even in terms of visibility, you need to attract more buyers to you. Having you, the press, is also extremely important and that's one asset of SIAL Paris. There is international coverage and that is also what they need, and we need to help them find that.

What should we expect from the next SIAL exhibition in Paris and throughout the world as well?

Let me just stop by enjoying this one. We launched 2 new SIAL. SIAL Paris belongs to a network of 14 different shows. We launched SIAL America recently, in Las Vegas, which will take place on March 2023. We have also launched 2 new events in Mumbai and Shenzhen in China. In terms of 2024, I would say we would go towards young talents, more content. Eventually, even a summit to get more insight and decipher what the future of the industry is, as well as what makes a successful SIAL Paris, meaning our exhibitor and our buyers.

Are you interested in establishing a SIAL for the south-eastern Europe?

We are always looking at different options, what SIAL can bring to the markets. If we don't serve the industry, then there is no meaning for us. We have stopped SIAL Abu Dhabi because other platforms were sufficient for the market, but we are always looking at new ideas. So, if you have one, I am happy to discuss that with you.

Thank you for your time.

Thank you.

ADUS

There is only one destination for reducing business costs at all levels

Since 2009, Adus has managed to continuously achieve sustainable growth by providing to FMFG companies an original Outsourcing Business Model of integrated service provision within supermarket chain stores in the Greek and International markets. Adus reinforces its mission as a "Fast Moving Services Provider" by building up sustainable partnership relationships which is characterized by a firm commitment to securing increased profitability to its clients. Its approach is based on the personalized solutions it proposes by selecting its partners and their products, after an in-depth investigation of their philosophy, quality, official evaluations, standardization and certification of the final products and their entire production cycle.

SALES & MERCHANDISING SERVICES

Specialized sales teams undertake the full range of appropriate activities, while concurrently performing real time digital recording in tablets of every product's status at the sales points through innovative solutions.

IN-STORE PROMOTION SERVICES

Each in-store promotion project is carefully designed by Adus according to client's specific requirements and products' profile, while the actual implementation is supported by their innovative operating methods so as the client is getting real time feedback of its progress and outcome.

PRODUCT IMMERSION & PLACEMENT SERVICES

Adus takes over the development of a specific framework of directives and actions as agreed with the client, enabling the establishment of trade relations and achieving products placements on the consumers' direct access points (the supermarket shelves).

BELOW-THE-LINE SERVICES

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Outsourcing Sales • Merchandising
In-Store Promotion • Exporting Services



capabilities in terms of perfecting files for acceptance by printing machines. Creation and implementation of promotional materials such as promotion – sales stands, roll-up banners, flags, digital prints, catalogs, covers, promotional gifts, and more.

BUSINESS EXTROVERSION SERVICES

In a constantly changing market, the sequence of options in the development of a strategic plan requires a thorough research of the target market and a clear capture of the critical information for charting a realistic course with positive results. Adus, operating on behalf of its clients for their Business optimal Extroversion, ensures through its consultancy the effective and results-orientated relationship between the



Outsourcing Exporting Services

different buyers and its clients towards sales deals' closure in a wide range of premium food and other consumer goods. The service category is basically included by market research & feasibility study, full portfolio development & management, represent the client during the full life cycle process of approaching buyers, ensuring client's throughput and outsourcing sales, merchandising, ordering, in-store promos and export services.

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PROVIL

Cooking Authentic Greek with "Greek at Home"

"Greek at Home", Provil's new ambitious project that brings authentic Greek flavours to our daily table, was presented in Paris, at the SIAL exhibition.

A unique product line of cooking sauces, patty mixtures, pestos, chutneys and more, with all the delicious ingredients of the Greek land, sealed in a bottle so that Greek recipes can travel in every corner of the world.

Visitors to Provil's booth, had the opportunity to experience and taste beloved traditional Greek recipes like Classic Casserole, Greek Roast "Lemonato" and Stir-fry souvlaki as well as extraordinary dishes with a Greek twist like Wild mushroom pesto and Chutney "Pasteli" for Feta cheese with honey and sesame seeds. The variety was plenty and flavours exquisite. People of Provil are excited that all

the products and the presentation impressed the audience and captured the attention of visitors, paving the way for important collaborations and partnerships at international level.

PREMIUM QUALITY

Provil, for more than 25 years specializes in the selection and processing of excellent ingredients along with the development of product recipes for the foodservice sector. This passion created the new brand Greek at Home. A product line totally inspired by the Greek culture and the importance of quality food in everyday cooking without the hassle of preparation and with all the nutritional value of the Greek cuisine. All the products are made entirely with natural ingredients free from any artificial additives and preservatives.



RMI

Representatives of Expotrof attended Sial Paris 2022

Representatives of Expotrof - The Greek Fine Food Exhibition, the most innovative food and beverage exhibition in Greece, attended the largest International Food & Beverage Exhibition in the world for 2022, Sial Paris. In this trade show, Expotrof representatives met with entrepreneurs whose aim is to raise their company profile globally and strengthened and expanded its cooperation prospects with exhibitors and buyers from all over the world as part of its outward-facing strategy.

VISIT 9TH EXPOTROF – THE GREEK FINE FOOD EXHIBITION

Expotrof - The Greek Fine Food Exhibition is a food and beverage exhibition aimed at national and international professionals who wish to showcase and promote their products to interested buyers from the retail, tourism and catering industries. It has been organized with great success since 2014 and is under the auspices of ministries, regions, agencies and chambers. It is now on its 9th Edition.

PURELY F2B EXHIBITION

Expotrof is the first purely Food to Business (F2B) exhibition of artisanal

9th EXPOTROF
The Greek Fine Food Exhibition

4-6
FEB. 2023
MEC PEANIAS

products of small production and delicatessen products in Greece. In this context, the large retail (supermarket), small retail (grocery stores, delicatessen), Tourism (Hotels, villas, yachting etc) and Catering (Restaurants, bars, wine) representatives have the opportunity to meet with producers in the "Buyers Square" section.

STRENGTHENING GREEK PRODUCTION AND ENTREPRENEURSHIP

In 2023, 9th Expotrof inaugurated a new era of B2B actions, aimed at strengthening Greek production and entrepreneurship. From Saturday 04 to Monday 06 February 2023, 9th Expotrof welcomes Greek producers of the most premium products at MEC Peanias in Athens, Greece in a three-day event full of business meetings and educational culinary events.

For three days, trade visitors will have

the opportunity to meet face - to face with more than 400 Greek producers/ Exhibitors with rare and unique products of small production and participate in workshops by distinguished industry professionals.

USEFUL HOSTED BUYER PROGRAM

Expotrof is aimed exclusively at the decision makers and professionals in the food and beverage industry and provides a useful Hosted Buyer program. In 2023, 9th Expotrof welcomes buyers from all over the world to visit the exhibition and explore the world of Greek food and drinks.

If you are a decision maker in the food and beverage sector and want to supply the latest products, measure market developments and connect with Greek suppliers join the Hosted Buyer program [here](#).

LAURENT THUILLIER (FRENCH-HELLENIC CHAMBER OF COMMERCE) "Greece and France have enlarged bilateral cooperation"

The cooperation between Greece and France has always been excellent; but over the last few years, it has reached an outstanding level. Laurent Thuillier, the president of French – Hellenic Chamber of Commerce, spoke to FNB Daily, saying, "based on common values, the two countries have enlarged bilateral cooperation from defense to investments, from culture to environment and energy".

By Stella Avgoustaki (stella@notice.gr)

What do you think of this year's exhibition? / Do you think it was a successful event?

The 2022 edition of SIAL Paris exceeded all expectations! After 4 years of absence due to the pandemic, the comeback was particularly dynamic, with Greece ranking 5th in terms of participation among 126 countries, with 300 Greek exhibitors and more than 2.000 Greek visitors. Greece and France share the same interest and passion for fine cuisine and enjoyable moments in life, it is therefore natural that our two countries develop relations and trade in this sector, a very crucial fact which will become even more critical in the future. The CCIFG is particularly proud to be the preferred local partner for the promotion of the event in Greece and to have contributed to its success. It is definitely an exhibition that serves as a benchmark for the worldwide agrobusiness industry, and this year's edition has clearly confirmed that.

What is the level of cooperation between Greek and French companies?

The cooperation has always been excellent; however, it is true that over the last few years, it has reached an outstanding level. Based on common values, the two countries have enlarged bilateral cooperation from defense to investments, from culture to environment and energy. In 2020, a letter of intention for economic development was signed to enhance business cooperation in major key sectors and in 2021 a strategic partnership in defense was signed, followed by 2 major contracts but also in various other sectors of the economy. The tensions existing on our continent



and other parts of the world initiate the perfect momentum to reshape and reinforce our common vision to build our future together, strengthening our partnerships.

What opportunities does the French economy offer to Greek businesses and what investment opportunities do French businesses see in Greece?

In line with the Greece 2.0 development plan, French groups are in many areas world leaders – we already mentioned defense industry, but we can go as further as to data protection and security (electronic identity cards, airport traffic systems,...), space and communication. Greece wishes to become an Energy Hub for the Balkan region and needs to connect adequately its constellation of islands in an environmentally friendly ecosystem. France has expertise able to provide via adequate partnerships innovative solutions in renewable energies, both in wind and solar energies fields. We can also mention necessary projects to be developed in waste and water management which are subjects to become increasingly important in the years to come. Finally, both countries are particularly attractive for tourism and could probably exchange best practices to

optimize their potential while protecting the environment and maximizing benefits for all parties. Greece is probably right now within Europe one of the most attractive places for investment, combining political willingness, major projects and benefiting from substantial European funds and subsidies.

As the economic and geopolitical landscape changes, how can the European businesses remain competitive in the future and not be overtaken by the disruptions?

A stronger and in some cases more independent Europe is probably needed to cope with our changing world and challenges to be faced – climate changes, sustainable inflation, immigration flows, energy shortages, necessary consumption mode adaptation,... however, we have the means to remain competitive if we continue to invest in innovation – and our 2 countries are particularly strong in these aspects and benefit from many start-ups, brilliant researchers and entrepreneurs – if we continue above all to further enhance our collaboration based on common values, democratic and harmonious human and environmental oriented reviewed economic purposes.

PROMO SOLUTION

Leading presence in the international Exhibition SIAL Paris 2022, in Paris

The most popular event of the year, in the Food and Beverages sector, Sial Paris 2022, held on 15-19 October 2022, was successfully completed, creating the best impression among exhibitors and visitors promising a brilliant future in the exhibition sector. Promo Solution came back to Paris - after 4 years- with a triumphant presence, managing to meet and exceed the high demands on this competitive environment.

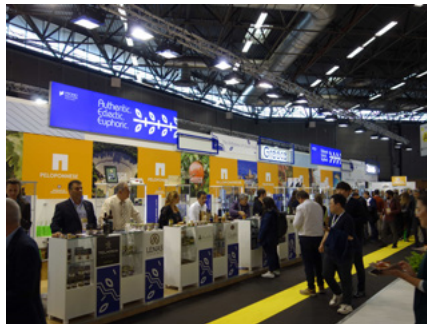
MORE THAN 120 NATIONAL PARTICIPATIONS

In an exhibition with more than 120 national participations from all over the world, Promo Solution overcame every expectation in organization level and actually led, once more, the Greek mission. Excellent organization as well as integrated exhibition marketing tools, gave an extra potential to small businesses and established export companies of the country, in their first export steps.

The physical return to exhibition environment was accompanied with the largest numbers than any other Sial of the past, covering an area of 2.000 sq.m. in total, and representing 115 companies, in the most popular Halls: Hall 1 & 2 – National Participations, Hall 7 – Dairy products Hall 5A -Confectionary & Snacks, Hall 5A – Frozen products, Hall 5B–Grocery & Gourmet, Hall 5C - Drinks, Water & Beverages, Hall 6 – Frozen products & meat.

The core of Promo Solutions' participation were the collective presence in Hall 1, National Pavilions & Regions of The World where many Greek companies participated either independently or though the Region they belong to.

All the Regions and Chambers of Greek areas left their mark on the exhibition. It is obvious that Promo Solution is thankful for their big trust.



Among them were the following:

- Region of Peloponnese, with the Deputy Regional Governor of the Peloponnese, responsible for Tourism and Culture, Mrs. Anna Kalogeropoulou
- Region of Western Greece, with the Deputy Regional Governor for Rural Development, Mr. Theodoros Vassilopoulos
- Region of Thessaly, Region of Eastern Macedonia & Thrace, with the Deputy Regional Governor of Agricultural Economy and Veterinary Medicine, Mr. Vasileios Delistamatis
- North Aegean Region, with the Deputy Regional Governor of the Primary Sector, Mr. Panagos Koufelos, who also represented the Regional Governor, Mr. Kostas Moutzouris
- South Aegean Region, Chamber of Magnesia, with the Secretary General Mr. Vassilios Zaheilas
- Chamber of Larissa with the President of the Chamber Mr. Sotiris

Giannakopoulos

- Chamber of Achaia, with the President of the Chamber, Mr. Platonas Marlafekas
- Chamber of Ilia and Chamber of Aitolokarnania

EXHIBITION MARKETING ACTIONS

In one of the most dynamic and competitive environments, like Sial, the Greek participation -organized by Promo Solution - managed to stand out between experienced and dynamic countries, with rich exhibition activity such as Italy, Spain, Germany and Great Britain.

The noticeable difference was the implementation of important exhibition marketing actions which drew the attention on Greek products and strengthened their image on a global level.



The Marketing actions:

- Live Cooking the creation of 5 different meals on a daily basis, inspired from the Greek gastronomy and tradition, from the executive chef Mr. Konstantinos Vasalos using the Greek products of the exhibitors,

filled the room with Greek smells and taste and enchanted all the visitors.

- Sial Innovation Corner: The creation of a luxurious space, with special showcases, welcomed the products, of the exhibitors, who were distinguished in the Sial Innovation Show.
- The publication of Exhibitor Catalog with a cutting-edge design, detailed information and photographic material of their products was distributed in the area of the collective pavilion, as well as in important points of promotion in the entire exhibition center.
- The imposing advertising signage in the main entrance doors of Hall 1 communicated with a modern and creative way the Greek participation of Promo Solution, adding an extra view as it was a location of high importance and mobility.
- The creation of endowment programs, in the frame of marketing clout for potential Greek companies, with coffee -from specialized



barista of Dimello- and water in a revolutionary recyclable package from Ergon Foods.

- The design of a specialized micro-website for the online display of the Greek participation in SIAL, as well as the marketing strategy via

professional newsletters (FnB Daily), websites (Capital.gr) and social media strategy.

INTERNATIONAL VISITORS

All the aforementioned actions magnified the interest of international visitors, who were coming in dozens on Promo Solutions' pavilions, showing huge enthusiasm for Greek products and making numerous commercial contacts with exhibitors.

A special honor for Promo Solution and their exhibitors was the visit of The Minister of Agricultural Development and Food, Mr. Georgios Georgantas, the Deputy Minister of Foreign Affairs, Mr. Costas Fragogiannis, the Ambassador of Greece to France, Mr. Dimitrios Zevelakis, and the commercial

The leading presence of Promo Solution in one more International Exhibition, rewarded the trust of Greek productive businesses of the country and it also signal the dynamic path of a rich exhibition era in profitable markets.

[Exhibition program 2023-2024](#)



SIAL PARIS

Reasserts its standing as the world's foremost food industry event

SIAL Paris is the world's first large-scale event to succeed in reaching its pre-pandemic level, both in terms of exhibitors and visitors. The trade fair assembled more than 7,000 exhibitors from 127 countries (90% from abroad) with admission figures nearly equivalent to those of 2018: 265,000 professionals and an even more spectacular proportion of visitors from abroad (85%) including 50% importers/exporters and 8,000 top purchasers who alone represent a purchasing portfolio of more than 50 billion euros. The event upheld all its promises to reunite the businesses of the sector, reinforcing its position as the not-to-be-missed gathering of the worldwide agribusiness field.

This edition – which got started on a Saturday for the first time in its history – was a fabulous medley of ingredients, recipes and flavors: an unparalleled worldwide showcase of the dynamic Food Planet, consolidating business leaders, inventors, producers, entrepreneurs, distributors and restaurateurs.

120 OFFICIAL VISITS BY INTERNATIONAL DELEGATIONS

The five-day event hosted a succession of 120 official visits by international delegations, demonstrating that food and the culinary arts are increasingly important drivers for a country's communication and more generally its diplomacy. For the first time, Italy was the most prevalently represented country at SIAL, with more than 800 exhibitors promoting the simplicity and finesse of its flavorful cookery. This edition enjoyed considerable participation from the European countries and a very strong prevalence of purchasers from Turkey, the United States, South Korea and Brazil. South Korea also demonstrated itself to be a new expression for gourmet expression, with 132 brands exhibiting within its pavilion, showcasing their appeal through the skills of Korean chefs and also a renowned French chef, Eric Trochon.

A Korean brand also received a SIAL Innovation Grand Prix in the Savory Dry Goods category for the freeze-dried version of a dish which is emblematic of the country's gourmet heritage: kimchi. SIAL could not have had a more fitting theme than "OWN THE CHANGE" which highlighted all the links in the chain which are joining the commitment to innovate, produce, distribute and consume in a more virtuous way.

This is a way for SIAL to project itself into the future and thus provide assistance in anticipating tomorrow's ingredients and technologies as well as consumer expectations in terms of health, authenticity, transparency and enjoyment.

NEW CXMP BtoB

As an extension of this dynamic, the new CXMP BtoB marketplace will make it possible for exhibitors and visitors to continue their online dealings well beyond the trade fair. This essential business tool, specially designed for professionals, already boasts 6 million pages viewed.

These five days of extensive programming featured:

SIAL INNOVATION

SIAL Innovation

A showcase of new products that stand out among the more than 1,800 applicant innovations and 21 winners recognized at the Awards

ceremony of the **2022 SIAL Innovation awards**

SIAL TALKS

SIAL Talks

76 lectures and debates with 116 prominent key speakers to collectively consider the food of tomorrow. The replay will soon

be available on sialparis.com

SIAL INSIGHTS

SIAL Insights

The 5th edition of the exclusive new study

performed by Kantar – in synergy with the expert consultancy in food innovation, ProtéinesXTC, and completed by the restaurant and catering trends examined by NPD (link to insight) – provides a view of the road ahead to all. Download the trend book [here](#)

SIAL STARTUP

SIAL Startup

A specialized village assembling, for the first time, a selection of **55 new**

concepts among more than 650 extremely dynamic up-and-coming companies participating in the trade fair, featuring the first edition of "SIAL Startup Invest," an on-site event where the start-ups pitch their ideas before a panel of investors.

SIAL FUTURE LAB

SIAL Future Lab

An interactive, immersive space to explore the future of food by 2030, from farm to fork.

SIAL LA CUISINE

SIAL La Cuisine

7750 guests dined at the SIAL ephemeral gourmet restaurant, and talented chefs performed a number of culinary demonstrations.

SIAL Paris is already beginning to prepare for its next edition, from October 19 to 23, 2024. Once again, it promises to rally all the professionals of the Food Planet, and moreover will celebrate an important milestone for the trade fair: its 60th anniversary!

The Paris-based trade fair has just come to a close, but SIAL Network still has great events in store by the end of the year with three upcoming events: SIAL Interfood Jakarta, SIAL in India New Delhi, and SIAL in China Shanghai.

KEY FIGURES OF SIAL PARIS 2022

