

SIAL PARIS 2020: an inspiring and ambitious new edition resolutely focused on change



18-22 October 2020

Parc des expositions de Paris Nord Villepinte

SIAL PARIS, business generator, innovation catalyst and the biggest agri-food trade fair in the world announces its returns to Paris Nord Villepinte. The 2020 edition will launch a new dynamic by opening debate around a powerful and unifying theme: #Own the Change. At a time of transitions, reinventions and global social responsibility, SIAL Paris is reaffirming its ambition by uniting food professionals around the major transformations taking place in the industry.

As the sector reinvents itself to rise to the environmental, ethical, digital and demographic challenges of a world in movement, SIAL PARIS 2020 will be giving its 7,200 exhibitors and 310,000 visiting professionals the tools they need to master the issues and become drivers of change in their own right. SIAL Paris will be by their side to surmount the obstacles and is inviting each of them, in their own way, to become advocates for the positive, sustainable future of food.

"The rapport with food is changing and we have to make new choices. There is now an urgent need to re-think our relationship with agriculture, with the transformation and distribution of products, to deliver a meaningful experience to consumers. At the SIAL, we believe that business performance only makes sense if it leads to improvements in health, the environment and society as a whole. Our role is to understand, analyze and develop the trends at work in our ecosystem by giving our exhibitors and visitors the keys to create the solutions of the future"



Nicolas Trentesaux, General Director of the SIAL.

With #Own the Change, SIAL Paris 2020 is transcending product innovation. We will always need to eat, so agriculture and agri-food will always have a future. But considerable changes are forecast in

these growth areas. Between now and 2030, the worldwide population will rise from 7.6 to 8.6 billion¹ – a substantial increase that represents an immense challenge for the food community. Ensuring there's enough food for everyone will call for innovation, and it will have to take all the new paradigms into account: produce more while polluting less, find alternative supply sources, become more transparent...

New solutions will need to be initiated or reinforced that respect people and the environment: distribution formats, logistics chains and innovative food processing systems. That's why, in 2020, SIAL Paris is urging the food community to seize the reins of change and co-create the solutions of the future, both during the event and beyond.

THE GREAT FOOD DEBATE: a vast consultation to empower our collective intelligence

At SIAL Paris 2020, through a series of conferences, debates and roundtable talks led by high-profile international speakers, we will be provoking discussion among exhibitors and visitors on the key issues: packaging (bulk, recycled, zero waste, zero plastic...), urbanization (locally produced, short circuits...), health (tomorrow's ingredients, functional food, alternative proteins...), technology (food-tech, traceability, blockchain...)...

Throughout the year, SIAL Paris will drive this community, thanks to its partnership with the citizen participation platform Make.org. A founding member of the Big Cause "How Can We Enable Everyone to Eat Better?", SIAL Paris is now joining forces with the European Civic Tech leader to mobilize food professionals across the globe around the vital question: **"How can we provide healthy food that respects the environment to a rapidly growing worldwide population?"**.

During this vast international consultation, food professionals everywhere will have the chance to propose solutions and concrete actions to respond to the enormous changes facing the sector. The results of the consultation will be shared and developed during the 2020 edition of SIAL Paris.



[Discover the SIAL/Make.org consultation on future-alimentation.make.org](https://future-alimentation.make.org)

Dominique Crenn: an exceptional ambassador, committed to change.

An active member of the international culinary community, fully aware of the precious relationship between people and nature, Dominique Crenn is a driven chef who brings the source and quality of all her ingredients alive in every dish. Born and raised in France, she moved to San Francisco in 1990 and opened "L'Atelier Crenn" – an ode to her mother's garden in Brittany and a homage to her father, an artist, whose paintings adorn the walls.



In 2018, she became the first woman to earn three Michelin stars in the United States and in 2019, "Atelier Crenn" entered the world's 50 best restaurant list at N°35: well-deserved recognition for this international food activist. This year, she will be taking a short break from Angel Island to bring her inspirational ideas and creative talent to SIAL Paris. She will be joining us at the opening ceremony on 18 October 2020

and will participate in several events to share her own interpretation of #Own the Change. She will also lead the SIAL Innovation jury, which will honor the best innovations on display among more than 2000 entries.

The participation of Dominique Crenn at SIAL Paris 2020 underlines the bold ambition of this unprecedented edition, to be exciting, highly motivating and incredibly fruitful all at once.

KEY FIGURES FROM OUR XXL INTERNATIONAL FOOD FAIR IN 2018

7 200 EXHIBITORS, 87% INTERNATIONAL FROM 119 COUNTRIES

21 PRODUCT SECTORS REPRESENTED

135 OFFICIAL DELEGATIONS AND **310 000** PROFESSIONALS, 73% INTERNATIONAL VISITEURS FROM 200 COUNTRIES (EXPORTERS, BUYERS, RESTAURANTS, RETAILERS, INVESTORS)

73% INTERNATIONAL VISITORS FROM **200 PAYS**

2 355 INNOVATIVE PRODUCTS PRESENTED DURING THE SIAL INNOVATION AWARDS

¹ 2017 United Nations report

About [SIAL Paris](#)

Organized by Comexposium Group, SIAL Paris is a member of SIAL Network, the world's largest network of food and beverage trade shows. These nine regular events (SIAL Paris, SIAL Canada in Montreal and Toronto, SIAL China, SIAL Middle East, SIAL Interfood in Jakarta, SIAL India in New Delhi, Gourmet Selection by SIAL and Djazagro in Algiers) bring together 16,700 exhibitors and 700,000 professionals from 200 countries.

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The COMEXPOSIUM group

Comexposium is one of the world's leading event organizers. Globally, it hosts more than 135 B2B and B2B2C events across many different sectors, significantly in agriculture, construction, fashion, food, health, leisure, real estate, retail, security, students, tourism, and works council. At events, in over 30 countries, Comexposium welcomes more than 3,5 million visitors and 48,000 exhibitors annually. Headquartered in France, Comexposium's employees and sales network operate in 22 countries. Comexposium aims to be seen as the place to be, building bridges between people and business. www.comexposium.com

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