



## SIAL Canada 2018

Montréal, Québec, Canada  
May 2-4, 2018

Canada relies heavily on imported produce due to limited growing seasons. The Canadian market also relies on the U.S. for increased varieties of seafood, horticulture, alcoholic beverages and value-added products. SUSTA companies with produce, seafood and high value products that cater to various ethnic palates and health conscientious consumers have potential to do well in this market. Additionally, there is good potential for products that cater to specific dietary needs and restrictions.

SIAL Canada is a major international food show in Canada dedicated to both the retail and foodservice markets. The show is attended by more than 12,000 visitors from 60 countries, including major Canadian retailers and foodservice representatives. SIAL Canada is endorsed and supported by the Foreign Agricultural Service. Over the years, SIAL Canada has grown into a premier food exposition with the U.S. pavilion being a prominent feature – participation has proven to be critical to successful market entry. Through this initiative, participants have an opportunity to meet key buyers, familiarize themselves with general import procedures and business practices, explore consumer trends and receive one-on-one assistance to initiate or further their export strategy for the Canadian market. In addition, participating companies will benefit from one-on-one meetings with Canadian buyers and a briefing on the Canadian market.

**Participation Fee:** \$1,500 for In-Line Booth Space; \$1,750 for Corner Booth Space

**Fee Includes:**

- 10 x 10 turnkey booth within the U.S. pavilion at SIAL Canada
- Pre-arranged one-on-one meetings with food brokers and distributors
- Interpreter Services
- Up to 100 pounds\* of shipping from a consolidation point in the U.S. to the show through our designated freight forwarder\*\*. Shipping to the consolidation point is not covered by SUSTA.

\*If shipment is over 100 pounds, you are responsible for the overage.

\*\*Fresh/frozen/chilled products may be subject to separate allowances.

**50% CostShare:** Apply now for SUSTA's 50% CostShare to request 50% reimbursement of travel costs for up to two company representatives (flight, hotel, meals and incidentals), promotional giveaway items, point of sale materials and more!

**Registration Deadline: February 23<sup>rd</sup>, 2018 (No refunds for cancellation after this date)**

**Industry Focus:** Food Service Products, Ingredient, Natural/Health, Retail Products

**Product Description:** Frozen, Ready-Made and Canned Products, Confectionery and Pastries, Meat and Poultry, Sauces and Condiments

**Activity Managers:**

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