



# SIAL Canada 2019

The United States and Canada maintain the world's largest bilateral trading relationship, facilitated by proximity, common culture, language, similar lifestyle pursuits and the ease of travel among citizens for business and pleasure. The Canadian population is approximately 37 million, and 95% of Canadians live within 100 miles of the U.S. border. Moreover, Canada relies heavily on imported produce due to limited growing seasons. The Canadian market 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.

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 18,000 visitors from 60 countries, including major Canadian retailers and foodservice representatives. SIAL Canada is endorsed and supported by the Foreign Agricultural Service and 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.



## Activity Managers

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## Toronto, Canada

**April 30 – May 2, 2019**

### Participation Fee

**Corner Booth:** \$1,859

**Early Bird:** \$1,659 if you register and pay before November 30, 2018

**In-line Booth:** \$1,649

**Early Bird:** \$1,449 (if you register and pay before November 30, 2018)

### Fee Includes

- 9m<sup>2</sup> booth and standard furniture package
- Retail Market Tour
- Pre-arranged one-on-one meetings
- Up to \$500 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.

### Registration Deadline

**January 30, 2019**

(No refunds for cancellation after this date)

### 50% CostShare

**Apply now** for SUSTA's 50% CostShare

to request 50% reimbursement of participation fee, travel costs for up to two company representatives (flight, hotel, meals and incidentals), promotional giveaway items, point of sale materials and more!

### Industry Focus

Food Service Products, Ingredient, Natural/Health, Retail Products

### Product Description

(Suitable products include, but are not limited to): Frozen, Ready-Made and Canned Products, Confectionery and Pastries, Meat and Poultry, Sauces and Condiments

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