



European Buyer Mission to SIAL Paris

Paris, France
October 19-20, 2026

Every two years, Paris hosts one of the largest and most acclaimed food and beverage tradeshow in the world, SIAL Paris. SIAL Paris is the world's largest international meeting point for buyers and suppliers, your number one stop to do trade.

This targeted European buyer mission brings selected and prequalified food buyers from across Europe to SIAL Paris 2026, one of the world's leading international food and beverage trade shows (alternates with ANUGA). SIAL Paris attracts decision-makers from retail, food service, and distribution who are actively sourcing new products and suppliers. Meetings are fully integrated into the trade show environment and take place at exhibitor booths, in the SUSTA lounge, and where appropriate in shared U.S. pavilion or U.S. lounge areas on the Monday and Tuesday of the show.

Participation Fee: Complimentary

Fee Includes:

- Pre-arranged matched one-on-one meetings with key buyers, importers, distributors, and/or brokers from Europe

Registration Deadline: August 21, 2026

Product Samples: All participants are required to provide samples of their products at the event; if there is a reason you cannot sample your products, you must contact SUSTA's Global Events (events@susta.org) team upon registration.

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

Product Description: Best prospects include but are not limited to: Convenience Foods & Snacks, Ingredients, Fruit & Tree Nuts, Seasonings & Sauces, Frozen Foods, Natural/Health/Organic, Beverages

Activity Managers

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If you have a question about an event, feel free to contact us at events@susta.org

SUSTA encourages you to enroll in the [Smart Traveler Enrollment Program \(state.gov\)](https://www.state.gov/smart-traveler)
and monitor the [Travel Advisories \(state.gov\)](https://www.state.gov/travel-advisories) webpage before traveling.

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