

SIAL
INSPIRE FOOD BUSINESS

Montreal

Join the USA Pavilion at
SIAL Canada 2024

MAY 15-17, 2024

MONTREAL, CANADA | PALAIS DES CONGRÈS



Canada's Leading International Food Show

Canada retains its status as the **#1 market** for high-value consumer-oriented U.S. products. In fact, Canadian households spend a record \$149 billion annually on food and ag products, creating opportunities to expand U.S. food and beverage product sales

Canada sports **unparalleled regulatory cooperation**, comparability and trustworthiness in food safety systems, geographic proximity, and a sophisticated logistics network that supports \$153 million worth of daily two way trade in food & ag products with the U.S.

20,000+ visitors

from **77** countries

with

1,000 exhibitors

USDA ENDORSED



Officially Endorsed by the U.S. Department of Agriculture, Washington, DC

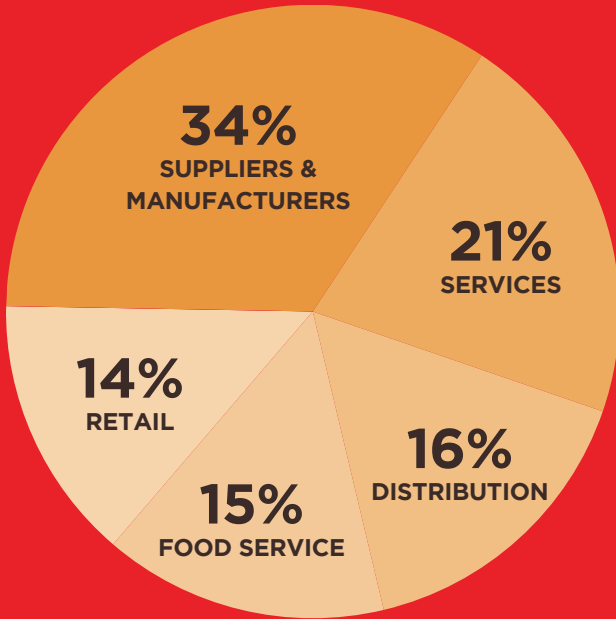
Allison Brittain
+1 704.248.2797

AllisonB@imexmanagement.com

Maximize Your ROI with the USA Pavilion at SIAL Canada 2024



VISITORS BY INDUSTRY SEGMENT



PRODUCTS WITH SALES POTENTIAL



ORGANICS



CHEESE



SNACK FOODS



CONDIMENTS/SAUCES



BAKERY GOODS

In 2023 USA Pavilion exhibitors reported:



162 business meetings took place



4.7 mill in projected 1-year sales

THE UNITED STATES-MEXICO-CANADA AGREEMENT (USMCA)

The USMCA maintains existing zero-tariff treatment and provides for expanded market access for U.S. farm and food products, including:



DAIRY

America's dairy farmers will have new market opportunities in Canada for a wide variety of dairy products, including the elimination of milk classes 6 and 7.



POULTRY & EGGS

U.S. poultry producers will have new access to Canada for chicken and eggs, and expanded access for turkey.



FRUITS

The agreement updates origin rules for processed fruits to ensure that preferences benefit U.S. producers.



WINE

Committing to avoiding technical barriers and to the transparency & non-discrimination for wine and alcoholic beverages.



WHEAT

Canada agrees to terminate its discriminatory wheat grading system, enabling U.S. growers along the border to be more competitive.

USA PAVILION ORGANIZED BY



IMEX
MANAGEMENT
INTERNATIONAL TRADE & EXHIBITIONS

IMEX Management, Inc.
1422 E Main St #267
Lincolnton, NC 28092 USA
+1 704.365.0041
www.imexmanagement.com

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You Focus on Business, We Handle the Rest



PRIME LOCATION



TURNKEY SOLUTIONS



EXPERT ASSISTANCE



USDA ENDORSED



ENHANCED VISIBILITY



FULL ACCESS



EXCLUSIVE SERVICES



MATCHMAKING

Reserve Your Space and More Information

REGISTER NOW!

USDA EXPORTER GUIDE

USMCA BENEFITS

UPCOMING SHOWS



"Really appreciate SIAL - enjoy coming! Meetings were set up with wholesalers and distributors; we learned a lot about their needs, and they told us something about our product too."

Richard Encarnacion
Arctic Circle Wildlife Seafood



"We're just starting to get into Canada, so this was one great way for us to be in front of a new audience. This is our first time at SIAL Canada....SIAL is obviously known the world over for having high quality tradeshows."

Colleen Nihen
The Hazelnut Marketing Board



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