

The World's Largest Food Innovation Exhibition in 2022

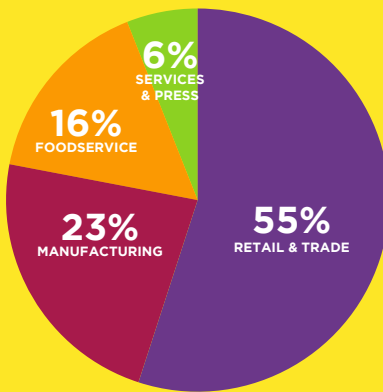
VISITORS

300,000+ professionals

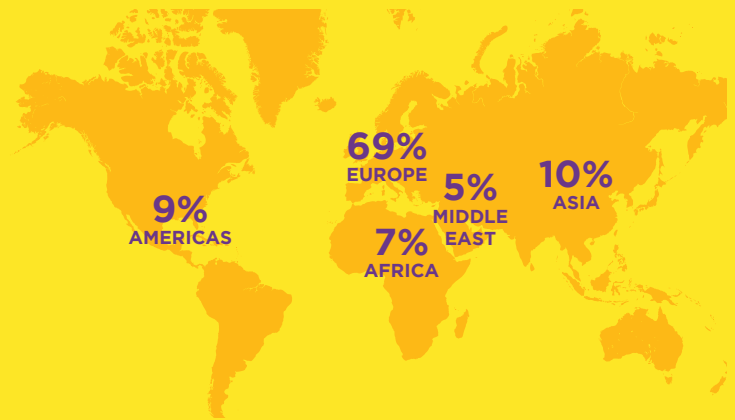
EXHIBITORS

7,200+ exhibitors

VISITORS BY INDUSTRY SEGMENT



VISITORS ORIGIN BY REGION



TOP PRODUCT INTEREST CATEGORIES



MEAT & POULTRY



ORGANIC



CONFECTIONERY/
SWEETS



FINE FOOD



BEVERAGES



DAIRY

WHY EXHIBIT?

- The 29th edition of SIAL Paris will be the world's largest international food & beverage trade exhibition in 2022, with international buyers eager to discover imported products now more than ever
- All food sectors – retail, distribution, foodservice, manufacturing, international trade – will be represented
- The latest USA Pavilion (2018) reported \$36.8 million in on-site sales and \$304.3 million in 12-month projected sales, 3,234 serious contacts and 25,889 products introduced



This show has been very successful for us, giving us access to new distributors in Europe and Asia.

Gustavo Fayad, **Ginseng Up**



Maximize Your ROI with the USA Pavilion at SIAL Paris 2022



You Focus on Business, We Handle the Rest



Prime Location

Central location ensuring maximum traffic & visibility



Turnkey Solutions

All-inclusive premium booth packages & customization options



Expert Assistance

Dedicated IMEX staff from registration through show days on-site



USDA Endorsed

U.S. Embassy staff on-site, market assistance & promotion



Enhanced Visibility

Company listings in official printed, online & Pavilion directories



Superior Amenities

Meeting rooms, business center, Pavilion lounge



Exclusive Services

Preferred hotel, freight forwarding, interpreter, catering, etc.



Shipping Allotment

Every 12 SQM booth package includes one-way shipping of 100 lbs

Reserve Your Space and More Information



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[UPCOMING SHOWS](#)

USA PAVILION AT SIAL PARIS ORGANIZED BY



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