

**CANADA,
A MAJOR IMPORTER
THANKS TO ITS
MULTICULTURAL
POPULATION**



1 IN 5 CANADIAN RESIDENTS WAS BORN OUTSIDE CANADA AND 1 IN 2 IN TORONTO

GDP: 2,161,483 million dollars

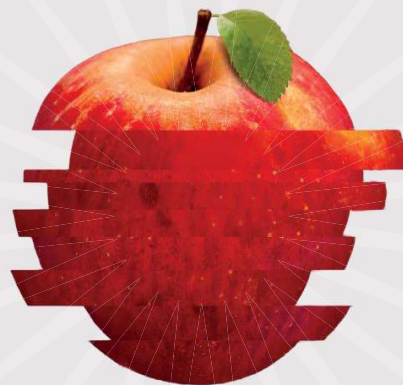
Food market size:
130,400 million dollars

Food imports:
49,900 million dollars

Food exports:
73,500 million dollars

SUPPLIER COUNTRIES:

- USA
- Mexico
- Spain
- Italy
- UK
- France
- Thailand
- China
- Netherlands



MOST IMPORTED PRODUCTS

- Beverages, alcoholic liquids and vinegars
- Edible fruit and nuts
- Southern bluefin tuna, fresh or chilled
- Preparations of cereals, flour, starch or milk; pastry goods
- Vegetables, plants, roots,
- Miscellaneous food preparations
- Fish and crustaceans, molluscs
- Preparations of vegetables, fruit,
- Meat and edible meat offal
- Coffee, tea, maté and spices
- Cereals

2 ROTATING LOCATIONS TO ADDRESS THE ENTIRE CANADIAN MARKET

MONTREAL, 2ND LARGEST CITY IN CANADA

STRUCTURE OF THE RETAIL MARKET

35%

BIG CHAINS

65%

INDEPENDENT

→ VERY CLOSE TO THE EUROPEAN LIFESTYLE

TORONTO, BUSINESS AND ETHNIC CAPITAL

STRUCTURE OF THE RETAIL MARKET

65%

BIG CHAINS

35%

INDEPENDENT

→ BUSINESS CAPITAL IN CANADA.
ALL COMPANY HQS LOCATED HERE

TORONTO, DIVE INTO THE 4TH LARGEST ECONOMIC HUB IN NORTH AMERICA

Created in 2001

25,000+
PROFESSIONAL VISITORS

FROM

77
countries

1,000+
business meetings

94%
visitor satisfaction

TOP 3 VISITING COUNTRIES

- Canada
- USA
- Mexico



35%
Retail, Import-Export

34%
Food manufacturing

23%
Food service

8%
Services

1,000+
exhibitors *from* **44**
countries

TOP 3 REASONS TO EXHIBIT:

1. Generate new sales leads
2. Find new distributors partners resellers
3. Increase brand awareness

95%
exhibitor
satisfaction

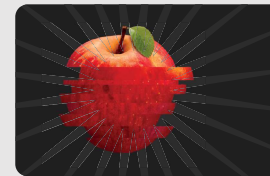
75%
of Toronto exhibitors want
to exhibit in Montreal

TOP 5 VISITOR WANTED PRODUCTS:

- Food ingredients and additives,
- Condiments / sauces / oil / seasoning / vinegar,
- Bakery products / baked good mixes,
- Frozen readymade products/ dairy products
- Packaging materials / packaging containers, labelling, converting & packaging machines

MORE THAN 100 TOP BUYERS INCLUDING:

- Sobeys
- Loblaw
- Metro and Food Basics
- Costco
- T&T Supermarket
- 7eleven
- Sysco
- Royal Caribbean
- Walmart
- Denninger's
- Farmboy
- Dollarama
- Sprouts
- Blue Apron
- UGI
- Camerican
- FoodMatch



NEXT SIAL CANADA:

15-17 May 2024 (Montreal)
29 April - 1 May 2025 (Toronto)