

## Invitation to SIAL 2012 - The Global Food Marketplace

**The World's No 1 food exhibition for  
food manufacturing, processing and packaging**

**Paris - October 23-24, 2012**

SIAL is the World's No 1 food exhibition, focusing on the major challenges faced by the global food industry. It will feature more than 5,500 exhibitors from over 100 countries bringing all the food channels together from 19 different sectors.

**[www.sialparis.com](http://www.sialparis.com)**

In 2012 SIAL is combining with both IPA and INFOOD to focus on Innovation as a unifying theme. Alongside SIAL, the Global Food Marketplace, IPA becomes the Global Food Factory where suppliers and their customers can meet.

**<http://en.ipa-web.com>**

SIAL represents the largest food observatory in the world with more than 985 products showcased in the Trends & Innovations Area, and on the equipment side, IPA highlights the strength of innovation in the food industry with more than 80 innovative new products. The joint event will save businesses time by being able to meet suppliers at the same time as providing an opportunity to discover new equipment.

The Design Programme, through the CHAIN2 project, is offering a limited number of South East and South West based businesses places on a 2-day supported visit to this exhibition.

The support will include:

- Assistance with travel and accommodation arrangements
- Pre-exhibition briefing with an introduction to French business culture
- Organised visit to the exhibition
- Business Convention at the exhibition
- 1-2-1 meetings arranged with a range of French businesses
- Networking dinner
- Translation services where necessary

Some financial assistance may be available through the UKTI Passport to Export scheme subject to eligibility and availability.

The Channel Innovation Network (Chain2) is an EU funded project set up to build trading opportunities between UK and French companies.

For further information please e-mail or call Kathryn Haverling:

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