

# BROCHURE SIAL AMERICA 22 -24 MAART 2022

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**SIAL**  
INSPIRE FOOD BUSINESS

America

Finally, it's here! A Food show for all of the USA and the entire food industry! The newest show in the SIAL network, taking place in **Las Vegas** in March 2022. Get inspired and be there from the very start.

# ABOUT SIAL AMERICA

SIAL America, supporting the US \$1.5t Food and Beverage market, is part of the world's preeminent global food network, SIAL, that includes nine world-class food events delivering 700,000 attendees and 16,000 exhibitors annually, worldwide including Paris and Shanghai.

SIAL America debuts in Las Vegas in March 2022, uniting the entire food community and showcasing all food and beverage categories to key importers, food service companies, distributors, retailers and wholesalers. With over 50 years' experience in delivering food events that provide critical business connections, inspiring content and an unrivalled export platform, SIAL America will unite those that are shaping the food and beverage industry both in America and globally to connect, learn and grow.

The show brings a unique offering to the United States with a comprehensive display of all the key food and beverage categories from around the world underpinned by the celebrated SIAL focus on excellence and inspiration.



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# WHY EXHIBIT

## ALL - INCLUSIVE

SIAL America is the only event that covers 10 sectors of the food & beverage industry in the United States. As a result, your products will be exposed to a variety of different buyers that you won't see at traditional niche events - opening doors to new customers.

## EXPERTISE

The SIAL Network has over 50 years of experience in amplifying the food and beverage community as a business hub and export platform.

As part of the world's leading exhibition network, SIAL America will offer the best in innovation, education, and industry connections. Carrying the expertise and knowledge of the SIAL Network to the United States, SIAL America's exhibitors will have the chance to increase exposure and opportunities for their business.

## INFLUENCE

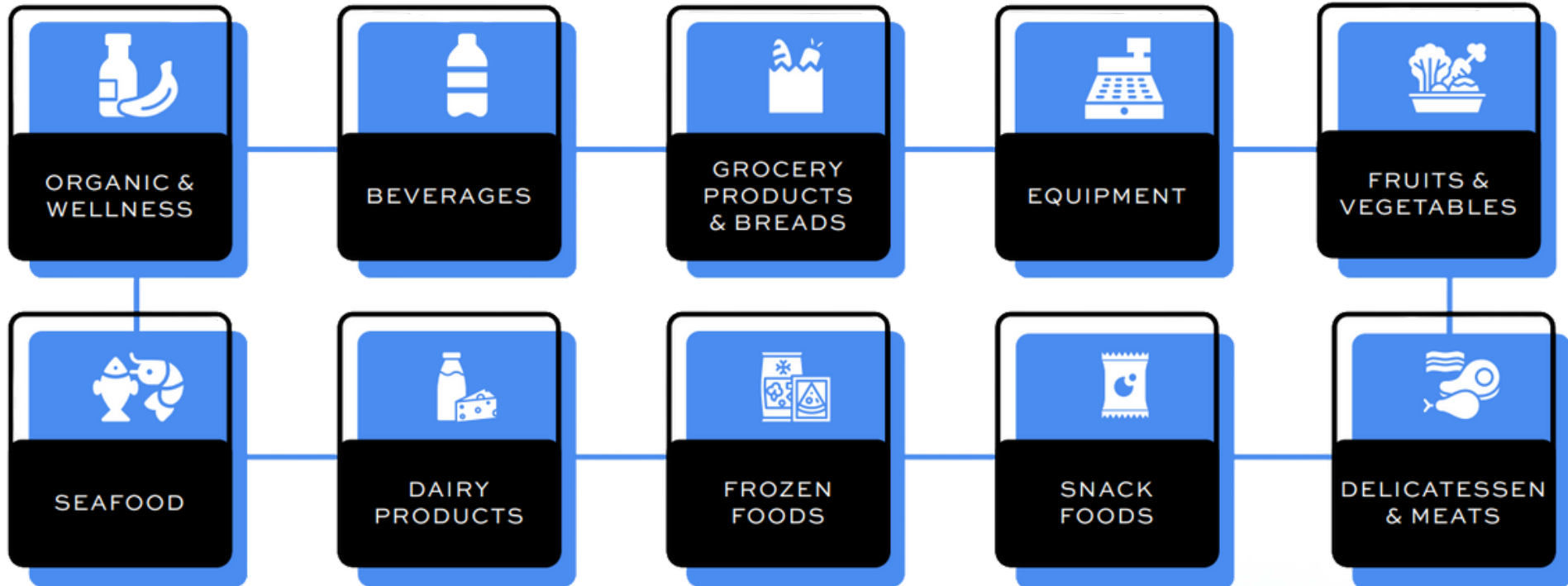
Known for its quality events and conferences, SIAL gathers, builds, and nurtures an international food community. Uniting it around its current and future challenges and discovering innovations in the industry.



SIAL America is the only comprehensive Food Industry event in the United States

We are the premier networking hub for the Food & Beverage Industry

# THE 10 SECTORS OF THE F&B INDUSTRY



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# AMERICAN CONSUMER BEHAVIOR

63%

63% of Americans have changed their eating habits in the past two years.

Below are the **TOP 4** changes within the under US consumer behavior:

63%

63% of Americans say they prefer healthier food

36%

36% of Americans say they are more aware of product ingredients

28%

28% of Americans say they prefer locally produced products

20%

20% of Americans say they are more aware of the environmental impact of their food



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# THE NETHERLANDS PAVILION

During the 2022 edition we will also be at the SIAL Las Vegas, under the Dutch flag with the Netherlands Pavilion. Participating in the Pavilion has besides the great advantage that you stand out within the exhibition hall, the advantage that your participation is arranged from start to finish.

You will be included in the preparations and we can assist in sending samples to the United States. The only thing you need to arrange is the promotional material to use and show during the fair, the shipping of samples and the booking of travel and accommodation.

Be one of the first to go!

See here an impression of the stand.  
Pictures of the SIAL Middle East  
at Abu Dhabi (December 7, 2021)



# COSTS

The cost is **€850 per m2**, with a minimum purchase of 9m2. In short, for **only €7,650** you can stand at the SIAL Las Vegas (excl. registration fee).

This includes: stand construction, lighting, electricity, table, chairs, NL Branding, events and more!

Are you eligible for **vouchers from the RVO**? Ask about the possibilities of a mission voucher and receive up to €2,500 in subsidy.



# PARTICIPATE IN THE 2022 AND FIRST EDITION OF SIAL AMERICA

The opportunity **to register is now open!** Book your place at the SIAL America in Las Vegas today! By doing so, you are assured of a spot at the Netherlands Pavilion.

We are looking forward to a wonderful first edition of the SIAL in America!

Besides the SIAL America, we are also doing the following exhibitions in the SIAL network:

- *SIAL Canada*
- *SIAL Middle East*
- *SIAL Indonesia*
- *SIAL India*

## MORE INFORMATION?

Wilco Boer

wilco@exportpartner.com

+31 (6) 46 32 60 23

+31 030 293 64 75

*As of today, the Dutch Export Combination (NEC) is part of Export Partner.*



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### Conditions of participation:

*For participation in the SIAL America, the general terms and conditions of Export Partner apply, as well as the terms and conditions drawn up by the trade fair organization.*