

SIAL CANADA GOES 100% VIRTUAL

Dear partners,

Following the latest development in the global pandemic, especially in North America, and the uncertainties about the evolution of regulations regarding the organisation of events, SIAL Canada has decided to **organise a 100% virtual trade show in 2020**. Having already begun the shift towards a virtual exhibition to meet the international demand, our platform will be able to welcome all our partners, exhibitors and visitors in September. It has many innovative features such as customizable 3D booths, an optimized chat system, access to an international buyers' program, virtual meetings with our experts, high level online webinars, etc.

We also seize this transition towards virtuality to launch the very first **Food Inspiration week in North America**, which will take place from September 28th to October 2nd!

We count on you to join us to keep supporting the agri-food industry and develop your activities. Our entire team reaffirms its commitment to support you and be a source of inspiration through our **#SIALmobilizing** campaign.

We hope you are all in good health and thank you for your support and trust. We look forward to seeing you in September!



Xavier Poncin
CEO Expo Canada France / SIAL Canada