

## **SIAL '90 (National Stand)**

Paris, France – October 22-26, 1990

### *Food Products*

SIAL is one of the most important food product exhibitions in the world at which Canadian food producers, especially those producing fish products, have made very significant sales, as shown by 1988 statistics (24 Canadian firms reporting \$9.9 million sales on-site, \$44 million 12-months projected). This is a complex presentation requiring special services such as frozen and chilled display cabinets to receive the goods of some 20 anticipated Canadian exhibitors in 1990. In 1988 attendance reached 101 126 and exhibitors numbered 2 000. Thirty Canadian companies are expected to participate in 1990.

## **SIA '91 (Core Area Stand)**

Paris, France – March 5-12, 1991

### *Cattle*

This annual agricultural show promotes agricultural supplies; animal nutrition, care and medicine; seed; livestock; breeding; poultry; leisure activities; hunting; agro-research information; and agricultural computers. Canada's aim in participating is to promote the use and/or introduction of Canadian breeding stock (cattle) to the market that attends this