

Expression of Interest

Invitation to participate in the 2024 edition of the SIAL PARIS Trade Show, Paris, France

Caribbean Export extends an invitation to CARIFORUM-based food producers to apply for a chance to exhibit at the upcoming SIAL PARIS 2024 trade show. This premier event is scheduled to take place from October 19th to 23rd at the Parc des Expositions de Villepinte in Paris, France.

Recognized as one of the most significant food and beverage exhibitions in Europe, SIAL PARIS offers an unparalleled platform for exhibitors to introduce their products to new international markets and diverse consumer groups. The upcoming edition is anticipated to host over 7,000 exhibitors, with 85% being international participants, and attract more than 155,000 visitors from 200 countries, including a vast array of global buyers. For further details about the event, please explore <https://www.sialparis.com/>.

In light of Europe's vast market potential and the advantageous position provided by the CARIFORUM-EU Economic Partnership Agreement (EPA), Caribbean Export is committed to supporting representatives from CARIFORUM enterprises within the following niches to partake in this prestigious event:

Specialty Foods:

- This category encompasses a wide range of high-quality, often artisanal or gourmet food products that are distinguished by their unique flavors, ingredients, or origins. Specialty foods may include agro-processed foods including exotic fruits, vegetables and root crops, sauces and condiments, coffee, cocoa, herbal teas and sea-moss to name a few.

Caribbean Export will support selected firms with the following:

- **Booth Provision:** Participants will be provided with floor space for their booths at the trade show under the Absolutely Caribbean Pavilion.
- **Booth Setup:** Assistance with the construction, design and decoration of individual booths in line with the Absolutely Caribbean brand.
- **Training Programs:** Access to online training sessions aimed at enhancing participants' trade fair success, covering essential aspects like booth management, networking and sales strategies.

Participants will be responsible for the following:

- **Return Airfare:** Participants are responsible for arranging and covering the cost of their return airfare to Paris, France.

- **Accommodation:** Each participant is required to independently arrange and finance their stay in Paris for the duration of the SIAL Paris trade Show.
- **SIAL Paris Co-exhibitor fee:** each exhibiting firm will need to cover this fee as a shared exhibitor - Euro 1260.00.
- **Meals:** Participants are responsible for their own meal arrangements throughout their time in Paris, including at the trade show.
- **Ground Transportation:** All transportation within Paris, including travel to and from the airport, and from the hotel to the trade show venue, and any other local travel, will be the responsibility of the participant.
- **Branded Material:** Individual company marketing material such as brochures, product lists etc.
- **Other Associated Expenses:** Any additional costs incurred during the trip, including cost of shipment of samples where applicable.

Eligibility Requirements

To be considered for participation in the SIAL Paris trade show, firms must meet a set of eligibility criteria to leverage this opportunity.

- **Registered and Operating in a CARIFORUM Country:** The company must be officially registered and actively conducting business within one of the CARIFORUM member states.
- **Minimum Operational Period:** The business should be operational for at least two years.
- **Export Potential or Experience:** Companies must demonstrate the potential to engage in export activities or already be involved in exporting their products.
- **Compliance with Technical Standards:** Firms must hold or demonstrate compliance with technical standards such as HACCP (Hazard Analysis Critical Control Point), FSMA (Food Safety Modernization Act), ISO22000 (Food Safety Management), or equivalent standards relevant to their industry.
- **Capacity to Meet Export Orders:** Companies must possess the operational capacity to fulfill orders that may result from their participation in the trade show.

The Application Process

The application process for firms interested in participating in the SIAL Paris trade show is structured into two parts.

Part 1: Complete Caribbean Export's Diagnostic Tool Assessment

Applicants are required to complete Caribbean Export's Diagnostic Tool Assessment. If the assessment has been previously completed, applicants must ensure its validity extends from 2022 onwards. If the assessment is older than 2022, a new assessment should be completed. Once this step is completed, provide the TAN number associated with the assessment on the application form.

[Access SME Diagnostic Tool here](#)

Part 2: Complete and submit the application form

[Application Form](#)

Applications must be submitted by 29th March, 2024, 4:00 pm AST.

Following Caribbean Export's evaluation, successful participants will be notified of their selection no later than April 29th, 2024.

Selected firms will need to provide proof of confirmed accommodation and return airfare by July 31st, 2024.

Please note that submission of an application form does not guarantee participation. **Incomplete application forms will not be considered.**

The information provided will be held in strict confidence and will be used to facilitate the review and selection process, arrange relevant business meetings and assist in our Monitoring & Evaluation activities.

For enquiries, please email [**sialparis2024@carib-export.com**](mailto:sialparis2024@carib-export.com)