

PRESS RELEASE FOR IMMEDIATE PUBLICATION

ITALIAN OFFICIAL PAVILION AT SIAL CANADA 2025 Enercare Center, Toronto - April 29, 30 and May 1, 2025

A showcase from 11 food producers with tastings prepared on the spot by a renowned chef as an occasion to network and explore new collaborations: here's in a nutshell Italy's official participation in SIAL CANADA 2025, taking place at the Enercare Centre, in Toronto, on April 29, 30 and May 1, 2025.

SIAL Canada 2025 promises to be one of the landmark events of the year in the agrifood industry as it is expected to host over 1,000 exhibitors from around the globe, boasting their cutting-edge products and solutions. In attendance there will be over 25,000 professionals, industry leaders, buyers, and experts from Canada and more than 70 other countries.

As Canada's largest trade show dedicated to the sector and within the uncertain and somewhat disconcerting framework of international trade relations, SIAL Canada stands as a testament to resilience and renewal, fostering connections, inspiring innovation, and driving growth within the North American food ecosystem.

The Italian Trade Agency, proudly hosts the Italian Official Pavilion, thus highlighting Made in Italy food's authenticity and healthiness. "Italian food products are widely recognized by consumers and importers alike for their quality", says Marco Saladini, Italian Trade Commissioner in Canada. "In times like these, when it is essential to diversify providers, we believe that the case for trade with Italy is stronger than ever, thanks also to the level playing field created by CETA, the free trade area connecting Canada with Europe. We're looking forward to a fun and delicious show: come see us at #817 and enjoy!" Saladini adds.

The eleven companies in the official delegation include [Parente](#), [La Fabbrica della Pasta di Gragnano](#), [APA dolci](#), [Casafolino](#), [Sessa Tartufi](#), [PolSELLi](#), [Wadi El Nile](#), [Marcafè](#), [I Peccatucci di Mamma Andrea](#), [Naturpuglia](#) and [Solania](#). More information on their participation in SIAL can be found [here](#).

Italian agri-food exports to Canada have seen significant growth in recent years, reaching a total of 1.426 billion CAD in 2024, thus marking an increase of 13.3% compared to the

TORONTO office (Head Office)
480 University Avenue, Suite 800
Toronto, Ontario, Canada M5G 1V2
T +1 416 598-1566
F +1 416 598-1610
E-mail: toronto@ice.it

MONTREAL office
1000 Rue Sherbrooke Ouest, Bureau 1720
Montreal, Quebec, Canada H3A 3G4
T +1 514 284-0265
F +1 514 284-0362
Email: montreal@ice.it

VANCOUVER office
1199 West Pender #785
Vancouver, British Columbia,
Canada V6E 2R1
T +1 604 416 4874
Email: vancouver@ice.it

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previous year. In the first two months of 2025 (January and February), exports grew by 13.65% compared to the same period in 2024 confirming the upward trend. Italy ranks as Canada's fifth-largest trading partner in the food sector. Italian products mainly compete with North American ones and, among European countries, with those from Spain and France, ranking 15th and 18th, respectively, among foreign supplying countries. The competition is particularly intense in certain product categories, such as olive oil from Spain, and cereal-based preparations, pastries and cheeses from France, which Canadian consumers perceive as high-quality.

ITA Canada's participation at Sial 2025 is also building on a collaboration with the Business Matching (BM) platform, a new tool created by Cassa Depositi e Prestiti and Simest, two Italian development banks. ITA and BM will work together at the show and will produce a **webinar** revolving around the Canadian market for food and wine which will connect Italian and local companies on May 22 at 17 CEDT (European time). The webinar will be followed by **B2B meetings** sessions available starting May 28, 2025 for about three weeks.

Participation in the webinar and the B2B meetings is completely free of charge and can be secured by registering at this [Internet Page](#).

- For additional information about this press release and interviews, please contact: toronto@ice.it - Giorgio Tinelli
- When posting on line about the Italian official Pavilion at Sial, please

A. tag our profiles



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C. Mention our [landing page](#) about the trade show

Toronto, April 24, 2025