

Press Release

Paris, 18 March 2024

THE SALON DU CHOCOLAT JOINS FORCES WITH THE COMEXPOSIUM GROUP TO BOOST ITS GLOBAL LEADERSHIP MONDIAL

The Salon du Chocolat, a leading international brand for those who love chocolate and sweet baked goods, is partnering with the Comexposium Group, one of the leaders in professional and general public events.

The Salon du Chocolat: the world's largest show devoted to chocolate, cocoa and the sweet side of the culinary arts.

Since its creation in 1994, the Salon du Chocolat has made a name for itself as the no.1 show for chocolate lovers, offering a unique venue where the world's premier chocolatiers can come together. With its line-up of exclusive activities and events, including live culinary demonstrations by renowned chefs, international competitions such as "Trophée National de la Pâtisserie Chocolaterie Française" and the "World Chocolate Masters", as well as the wildly popular chocolate fashion show, the Salon du Chocolat attracts thousands of visitors from around the globe every year.

In 2023, the Paris edition counted 92,000 visitors and 230 exhibitors from over 39 countries, with a 98% visitor satisfaction rate—a testament to its quality and attractiveness.

The Salon du Chocolat now has a strong presence outside of its native France. With its first New York edition in 1998, followed by Tokyo in 2000, the brand has now expanded to four continents thanks to a system of licensing in a professional and general public industry format with partners that lead the way in their respective sectors. The Salon du Chocolat now operates in Japan (Tokyo, Kyoto, Sapporo, Sendai, Hiroshima and Iwataya), Shanghai, Dubaï, Riyadh, New York, Montréal, Istanbul and Lima.

A win-win alliance

This strategic partnership between Comexposium and the Salon du Chocolat will bring many opportunities to professional and general public communities served by the two players.

The Salon du Chocolat will benefit from the network and expertise of Comexposium's "Passions Division", which organises the Group's general public events and trade shows in France. This represents around 15 brands with traffic of around 1.5 million visitors driven by top brands such as Foire de Paris, Rétromobile, Salon Mondial du Tourisme and Créations et Savoir-Faire.

The Salon du Chocolat will also be able to rely on Comexposium's leadership with regard to contacts among food-industry professionals. Together with SIAL, the world's premier network of agrifoods trade shows, Comexposium reaches over 700,000 industry professionals from some 200 nations. In Paris, the Group also organises Gourmet Sélection, the fine foods trade show, and the Salon Professionnel du Fromage et des Produits Laitiers devoted to cheese and dairy. Through its subsidiary Vinexposium and its 10 events around the world, including Wine Paris and Vinexpo Paris, Comexposium is also leader in events serving the global wine and spirits industry.

Moreover, the Salon du Chocolat's international partners will be able to count on Comexposium's global network boosting the brand's attractiveness to exhibitors and visitors both in France and beyond its borders.

The Salon du Chocolat's teams will benefit from Comexposium's cross-cutting know-how in the areas of logistics, customer relations, strategic marketing and digital innovations, as well as its ability to provide a quality experience with unforgettable activities and high added value content.

For Comexposium, this strategic partnership confirms its ability to attract and gather communities of enthusiasts around powerful brands while enhancing the attractiveness of key international events. It also demonstrates its leadership in the fine foods event sector, opening up new opportunities in the sweet culinary segment.

Renaud Hamaide, Comexposium's Chief Executive Officer, welcomes this partnership:

"We are very pleased to welcome the Salon du Chocolat. This brand, which inspires countless epicureans around the world, has just expanded its family of events designed to inform, amaze and delight visitors and participants while bringing communities together."

Gérald Palacios, President of the Salon du Chocolat and Event International, also looks forward to this opportunity:

"For the Salon du Chocolat, partnering with the Comexposium Group is an exceptional opportunity to benefit—at a key point in our growth—from the international network of the world's leader in agrifoods sector events," he explains. "This collaboration opens up a new outlook for our partners, exhibitors and visitors."

The next Paris Salon du Chocolat will run from 30 October to 3 November 2024 at the Porte de Versailles exhibition centre.

The Salon du Chocolat in key figures:

- **265** shows since its creation,
- **15** show every year on **4** continents,
- **1 million** visitors,

COMEXPOSIUM

About Comexposium

The Comexposium Group is a leading events organiser worldwide, creating events that bring communities together to discover and explore businesses, passions and interests. Comexposium organises over 150 professional and general public events, covering more than 10 sectors (including agriculture/food, retail/digital, fashion/accessories and leisure). The group connects 48,000 exhibitors and 3.5 million visitors, 365 days a year.

Comexposium creates experiences as well as opportunities for encounters among participants with its events, such as SIAL, All4Pack, Paris Retail Week, One to One Monaco & Biarritz, Foire de Paris, Rétromobile... and their content, enabling communities to connect throughout the year, through an effective and targeted omnichannel approach.

www.comexposium.com



About The Salon du Chocolat

Created in 1994 by Event International, Salon du Chocolat Paris is now the world's biggest event dedicated to cocoa and chocolate. For nearly 30 years, this major event has been bringing together professionals and chocolate lovers around a shared passion: « la gastronomie sucrée ». It is supported by a series of flagship activities that gives it a unique, participatory, fun and educational characteristic.

Over the years, the event has spread across 4 continents. Today, Salon du Chocolat is an essential platform for all professionals in the sweet food trades, both nationally and internationally, and is present in 9 countries (Japan, Peru, United Arab Emirates, France, Canada, United States, China, Saudi Arabia and Turkey). Since its creation, more than 11.5 million visitors have discovered the show over 265 editions, organised in 33 different cities.

www.salon-du-chocolat.com

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