

PRESS RELEASE

**Synetam and GL events partner up to bolster the success of Sirha Food trade events**

Lyon, 24<sup>th</sup> May 2023 – Synetam (ex. Syneg and Unitam) and GL events are pleased to announce they have entered a partnership agreement. The opening menu includes Sirha Lyon's international appeal, the promotion of Sirha Europain, organising the VALO RESTO PRO<sup>®</sup> trophies and a shared vision of the industry.



*Signature of the partnership agreement between Synetam and GL events. From l. to r.: Guilhem Pinault (Vice-president of Synetam), François Thiery (Commercial director of Sirha Food), Pierre Marcel (President of Synetam), Luc Dubanchet (Director of Sirha Food) et Philippe Pasquet (CEO of GL events Exhibitions)*

This multiannual agreement aims to promote the development of Sirha Food –a GL events ecosystem- trade exhibitions, in particular by giving the organizing team direct access to members of Synetam, helping to boost manufacturers' loyalty to Sirha Lyon, facilitating growth for Sirha Europain, sharing our vision of the catering and food service sectors in France and for export, and by creating new added values for the benefit of both exhibitors and visitors.

As part of this win-win partnership, Synetam contributes to Sirha Food events through its image of reliability and quality, its ability to summarize and collectively mobilise businesses. Sirha Food makes available to Synetam members its vast ecosystem of professional events with a community of 2 million professionals and enthusiasts to help them exhibit their products under the best possible conditions with clients and decision-makers and communicate about their innovations.

To begin, the partners will set up a Steering Committee tasked with supporting Sirha Food with respect to the scope of equipment and utensils for the catering and culinary arts and co-facilitating the Sirha Lyon Export Club with the objective of boosting the international appeal of the events. The popular eco-innovation contest

VALO RESTO PRO® Trophies will now be co-organised by the partners and ECOLOGIC. Finally, the shared interest, proximity and trust stemming from the partnership holds the promise of many common and/or coordinated actions targeting professional clients, in particular internationally. So, stay tuned.

Pierre Marcel & Guilhem Pinault, President and Vice-president of Synetam explain: *'60% of our 87 members exhibit at Sirha Lyon, which makes it a reference event in our industry. The Organising Team's project to reinforce the international dimension of Sirha Lyon and their desire to develop Sirha Europain -representing the bakery-pastry-snack food industry- is relevant to us as it converges with the world of cooking, and we can learn a lot. The partnership also acknowledges the contribution of the kitchen and cooking equipment offering to the appeal and success of trade events in the Food Service industry.'*

Luc Dubanchet, Director of Sirha Food Division at GL events Exhibitions reports: *'With Synetam and their members, who are also our exhibitors, we share a same vision of the major responsible issues and mutations in the world of Food Service. This long-term partnership means creating a common platform to add to our events offering and to our thinktank on the continual improvement of our products, both technological and events related. The international vision of these export companies, members of Synetam, is also a determining factor for our future successes.'*

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**About Sirha Food, manufacturing for the future:** Inspire the world of Hospitality and Food Service, ride at the forefront of influences, understand our changing world, and report on this to better support the industry and its players, such is the mission of Sirha Food. GL events' new umbrella brand for the food industry, Sirha Food, meets the needs of both professionals and the public. It brings together all aspects of Food Service thorough its events, including trade exhibitions such as Sirha Lyon, Sirha Europain, Smahrt Toulouse, Egast Strasbourg, the Sirha Omnivore festival, and the Bocuse d'Or and Pastry World Cup contests. Because today, the world of Food can only be viewed as porous, moving and living territories.

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**About Synetam:** Synetam is a Professional Association as defined under French Law dated 1884. In France, it federates and represents manufacturers of equipment and utensils for catering, cooking, and culinary arts: kitchenware, cutlery, table decoration, laundry, smoke ducts.

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#### **Companies that are members of Synetam:**

ACFRI – ADIAMAS - ADVENTYS - ALI COMENDA - ALLIANCE LAUNDRY SYSTEMS - ALTEMA – ALVENE - AMBASSADE DE BOURGOGNE – ANGELO PO - ANIMO –ARCOMETAL - ATELIER DU VIN - BAUMALU - BRETAGNE CERAMIQUE INDUSTRIE (BCI) - BEFOR TECHNITRANS - BLAIN & Cie – BONNET - BRITA France - BURLODGE FRANCE - BWT water+more – CAPIC - CHAUDRONNERIE DE L'ISÈRE – HORIS CEMA - CHARVET - CIB RÉFRIGÉRATION - CORECO (par CODIGEL) – CRISTEL – DANUBE - DE BUYER INDUSTRIES – DYNAMIC - ECP GROUP SOLEN – ELECTRO CALORIQUE - EMILE HENRY – ENODIS Prod. - FAGOR PROFESSIONAL – FERMOD - FORGE ET COUTELLERIE – FOSTER (REFRIGERATION France) - FRANCE AIR – FRIGINOX - GAMKO (REFRIGERATION France) – GILAC - GIRBAU – HOBART - INVICTA GROUP - ITV (by CODIGEL) – JEAN DUBOST – JONCOUX – KRAMPOUZ - LAHERA PRODUCTIONS - LEBRUN/ORFEVRIERIE DE LA TOUR - LE CREUSET – LIEBHERR (by EBERHARDT) - LOUIS TELLIER - MBM France - MEIKO France - METOS – MIELE - NOGENT\*\*\* - ODIC/GELKIT – OPINEL – R. BOUTIN - RESCASET CONCEPT - REVOL PORCELAINE - ROGER ORFEVRE – RORGUE – ROSINOX - SAFEXIS EUROPE – SANTOS – GROUPE SEB – SMEG FOODSERVICE - SOCAMEL TECHNOLOGIES – SOFINOR – SOFRACA - SUD INOX – TEFAL - T.E.N - HORIS TGCP - THIRODE - TOURNUS ÉQUIPEMENT - TUBEST - VALENGUY PROVENCE – VALIDEX - VIM – WESTAFLEX BATIMENT - WILLIAMS SILVER FROST - WINTERHALTER

