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SIGEP Asia 2026 and Restaurant Asia 2026

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Held at Marina Bay Sands Singapore, Sands Expo & Convention Centre
Halls A, B, and C, Level 1, 10 Bayfront Avenue, Singapore 018956
restaurantasia.com.sg | sigepasia.com.sg

Singapore, 18 August 2026 **SIGEP Asia 2026** and **Restaurant Asia 2026**, held at the Sands Expo & Convention Centre, concluded on a high after welcoming more than 14,000 trade visitors over three days, reaffirming Singapore's position as a leading regional hub for F&B, foodservice and hospitality innovation. The official opening of the event was graced by Guest-of-Honour Ms Low Yen Ling, Senior Minister of State, Ministry of Trade and Industry, and Ministry of Culture, Community and Youth.

The co-located exhibitions brought together more than 400 exhibitors and brands from 43 countries across Halls A, B and C, while welcoming over 160 hosted buyers from 26 countries. Throughout the three-day event, exhibitors, buyers and industry professionals participated in more than 5,700 business meetings, facilitated through the Hosted Buyers Programme, a business matching platform powered by the online networking solution *Jublia*, in-person networking sessions, VIP tours, and speed-dating meetings.

The event also served as a regional platform for governments, industry associations, business leaders, chefs, artisans, and technology providers to exchange ideas, explore partnerships, and discuss the future of Asia's F&B, foodservice, and hospitality industries.

A Regional Marketplace for Business Growth
Building on the momentum established during the Opening Ceremony, the three-day event demonstrated the continued importance of SIGEP Asia and Restaurant Asia as a regional marketplace where businesses discover new products, technologies and suppliers, while forming commercial partnerships and expanding into new markets.

The Hosted Buyers Programme and structured business-matching activities created valuable opportunities for exhibitors to connect directly with qualified buyers, distributors, and decision-makers from across Asia and beyond, generating thousands of targeted business engagements throughout the event.

SIGEP Sessions Drew Overwhelming Response
One of the standout highlights of this year's edition was the SIGEP Sessions, which attracted overwhelming attendance during its two-day programme. Seminars, masterclasses, live demonstrations and tasting sessions drew large audiences eager to learn from internationally renowned Italian master chefs and artisan foodservice professionals, who shared their expertise in gelato, pastry, bakery, pizza, chocolate and coffee.

The enthusiastic response reflected the industry's growing appetite for international knowledge exchange, artisan craftsmanship and continuous professional development, reinforcing one of SIGEP Asia's core strengths as both a business marketplace and educational platform.

Three International Competitions Showcase Asia's Finest Talent
Three prestigious competitions showcased exceptional craftsmanship and technical excellence while identifying competitors who will go on to represent Asia on the international stage.

1. **Gelato World Cup - Asia Selection**
   The Gelato World Cup – Asia Selection brought together eight national teams competing for qualification to the Gelato World Cup Final at SIGEP World 2028 in Rimini, Italy. The winners were:

   Gold Award - China, Japan, South Korea, and Singapore
   Silver Award - Indonesia and Australia
   Bronze Award - Malaysia and Sri Lanka

2. **Bakery World Cup Asia Selection 2026 - BREAD IN THE CITY - Asia Selection**
   Making its debut at SIGEP Asia, the Bakery World Cup Asia Selection 2026 - BREAD IN THE CITY brought together eight teams from across the Asia-Pacific region to compete for the opportunity to represent Asia at the BREAD IN THE CITY - Bakery World Cup 2027 at SIGEP World in Rimini, Italy. The winners were:

   Gold Award - Korea
   Silver Award - Singapore
   Bronze Award – Taiwan

3. **Singapore National Coffee Championship 2026**
   Four of Singapore’s leading coffee talents were crowned national champions at the Singapore National Coffee Championship (SNCC) 2026 which concluded after three

days of competition. Organised by the Singapore Coffee Association (SCA) and co-located with SIGEP Asia and alongside Restaurant Asia, the annual championship brought together 63 competitors across four categories. The champions will represent Singapore at the corresponding World Coffee Championships categories in 2027.

Singapore National Barista Championship (SNBC) 2026 - Gabriel Lim, Glyph Supply Co.

TIMEMORE Singapore National Brewers Cup (SNBrC) 2026 - Elysia Tan.

Singapore National Latte Art Championship (SLAC) 2026 – Lim Zheng Yi, Cafe Kitsune Singapore

Singapore Cup Tasters Championship (SCTC) 2026 - Wong Li Ping, Levina, Torch Coffee

Innovation, AI and the Future of Foodservice

Beyond the exhibition floor, SIGEP Asia and Restaurant Asia continued to provide a platform for discussions on the issues shaping the future of the industry, including artificial intelligence, digital transformation, manpower challenges, sustainability, operational efficiency and changing consumer expectations.

The Technology Innovation Pavilion, RAS Leadership Symposium and various knowledge-sharing sessions highlighted how businesses are increasingly embracing innovation and technology to improve productivity, strengthen competitiveness and respond to evolving market demands.

Strengthening Regional Collaboration

The event also strengthened collaboration among industry associations, government agencies, exhibitors, buyers and solution providers from across Asia. Dedicated country pavilions, business matching activities and networking programmes encouraged new partnerships and cross-border collaboration, while reinforcing Singapore's role as an important gateway connecting international businesses with opportunities across Southeast Asia.

From the Leadership

Dr Ilaria Cicero, CEO, IEG Asia said, "SIGEP Asia 2026 demonstrated how our event continues to evolve beyond a traditional trade exhibition into a regional platform where artisan excellence, innovation, education and business come together. The strong international participation, enthusiastic response to the SIGEP Sessions and vibrant business activity throughout the three days reflect the industry's commitment to continuous learning, collaboration and growth. We are proud to bring together exhibitors, buyers, associations, chefs and industry professionals from around the world, creating meaningful opportunities that strengthen Asia's foodservice and hospitality ecosystem while reinforcing Singapore's role as an important gateway for the region."

Mr Benjamin Boh, President, Restaurant Association of Singapore said, “Restaurant Asia continues to provide an important platform where restaurant operators, technology providers and solution partners can come together to exchange ideas, discover practical innovations and build new business relationships. This year’s edition demonstrated the industry’s strong interest in AI and technology adoption, operational excellence and future-ready solutions, while reinforcing the importance of collaboration in helping businesses navigate an increasingly dynamic operating environment.”

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Photo & Information Downloads:
https://www.dropbox.com/scl/fo/r4mvian9uy5o2h72deap3/AHYVQqAXCkFp2gOz4zY6leI?rlkey=e0s3i2v8aaxln1uvnk0l3mplo&st=2ow2bi8k&e=1&dl=0

Photo Credit: IEG Asia

About SIGEP Asia
SIGEP Asia is Southeast Asia's leading trade event dedicated to artisan Foodservice excellence, bringing together global brands, artisan producers, Chefs, cafés, bakeries, gelaterias, pizza operators and hospitality professionals across sectors including gelato, pastry, bakery, pizza, chocolate, coffee and tea.

As the regional extension of SIGEP World in Rimini, Italy, the event showcases the latest trends, craftsmanship, ingredients, equipment and innovations shaping the future of artisan F&B and premium Foodservice across Asia.

About Restaurant Asia
Restaurant Asia is a focused trade platform for the broader Foodservice and hospitality industry, connecting operators, distributors, procurement professionals and solution providers across restaurant operations, kitchen equipment, technology, automation, sustainability, hospitality solutions and nightlife concepts.

The event serves as a platform for practical business growth, operational innovation and industry networking for Southeast Asia's evolving Ho.Re.Ca. and Foodservice sectors.

About IEG Asia
IEG Asia is the Singapore-based subsidiary of Italian Exhibition Group (IEG), one of Europe's leading exhibition organisers. The company develops trade platforms across Southeast Asia focused on Foodservice, hospitality, lifestyle and specialty industries.

For more information, please contact The Rainmaker Marketing Group Pte Ltd:
Nalini Naidu
Principal Publicist and Founder
Mobile: +65 9633 3198
nalini.naidu@therainmaker.com.sg

Dean Johari
Senior Publicist
Mobile: +65 9697 4464
deanjohari@therainmaker.com.sg

Diana Loh
Publicist
Mobile: +65 8228 5941
dianaloh@therainmaker.com.sg

Ong Wei Ling
Publicist
Mobile: +65 9185 4726
ongweiling@therainmaker.com.sg

Emily Chee
Publicist
Mobile: +65 8393 7175
emilychee@therainmaker.com.sg

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