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SIGEP Asia & Restaurant Asia 2026 returns with global competitions, world renowned Ambassadors, artisan showcases and next generation Foodservice innovation

Singapore, 3rd June 2026

SIGEP Asia & Restaurant Asia 2026 returns to the Sands Expo & Convention Centre, Singapore, from **15 to 17 July 2026**, bringing together the worlds of artisan food, Foodservice, hospitality, technology, coffee, bakery, pizza, gelato, pastry and nightlife in one curated platform designed for Southeast Asia's evolving F&B industry.

SIGEP Asia organised by **IEG Asia** and Restaurant Asia co organised with **Restaurant Association of Singapore (RAS)**, the 2026 edition builds on the momentum of previous years with an expanded international presence, world class competitions, curated networking programmes, immersive fringe events and specialised industry showcases.

This year's edition will feature international competitions, artisan masterclasses, sector ambassadors, hosted buyer programmes, networking lounges and dedicated zones focused on technology, coffee, bakery, nightlife and Foodservice innovation.

Beyond the competitions and educational programmes, visitors will gain access to a curated showcase of leading suppliers and solution providers from across the Foodservice ecosystem. Participating exhibitors include **Indoguna Singapore**, **Leagel**, **OpenTable**, **Tan Nhat Huong**, **Umehara** and hundreds of international brands spanning ingredients, equipment, technology, coffee, bakery, gelato and hospitality solutions.

WORLD CLASS COMPETITIONS TAKE CENTRE STAGE

One of the headline highlights of the 2026 edition is the **Gelato World Cup – Asia Selection**, hosted at SIGEP Asia from 15 to 17 July 2026.

Eight elite teams from **Australia, China, Indonesia, Japan, Qatar, Republic of Korea**, **Singapore** and **Sri Lanka,** will compete for the opportunity to represent Asia at the **January 2028 Gelato World Cup** at **SIGEP World in Rimini, Italy**. Reigning champions Singapore will also return to defend their title as the world's best gelato team.

The competition will be judged by some of the most respected names in the global gelato industry including Sergio Colalucci, President of Gelato World Cup; Sergio Dondoli, Vice President of Gelato World Cup; Giancarlo Timballo, Honorary President of Gelato World Cup; Chef Kenny Kong from The World Committee of Honour as Chairman of the Jury; alongside participating team managers.

Sponsors for the Gelato World Cup – Asia Selection bring together a distinguished network of international partners, reflecting the event's excellence and global reach.

At the top tier, **Leagel S.r.l. (Italy)** serves as **Platinum Sponsor,** supported by **Gold Sponsors Boiron Frères SAS (France) and Embassy Chocolate (Indonesia)**, leaders respectively in premium fruit purées and fine chocolate. The Technical Sponsor is **Nakazawa Dairy Products (Japan)**, contributing high-quality dairy excellence that is essential for the gelato making.

A key highlight of the sponsorship structure is the role of **Carpigiani (Italy)** as an **Official Gelato Machine Sponsor**, alongside **Technical Sponsor IFI (Italy)**, a world-renowned name in gelato display technology. **Selmi** will provide the chocolate tempering equipment, with **TY Innovations** joining as the **Official Equipment Sponsor**. Their combined support ensures competitors have access to world-class technology and equipment, reinforcing the high standards of excellence expected at an international championship.

Alsco will be the **Official Uniform Sponsor**, ensuring consistent professional standards across all participants and staff, while **Daiohs Singapore** completes the partnership lineup as the **Official Coffee Partner** for the Judges Lounge.

The competition is proudly endorsed by **WorldChefs**, which will feature its own dedicated Lounge, serving as a central meeting point for participating Chefs and a hub for networking across the exhibition floor. Recognised globally as the leading authority for culinary excellence, WorldChefs has long been the benchmark organisation representing the highest standards in professional cooking and hospitality.

SIGEP Asia & Restaurant Asia 2026 will proudly host the inaugural Asia Selection of the **Bakery World Championship – Bread in the City,** organised by **SBCTA** in collaboration with IEG Asia. Running in parallel with this international competition, the prestigious **International Union of Bakers and Confectioners (UIBC) Congress 2026** will take place in Singapore from 13 to 15 July. As a global federation representing the international bakery and pastry industry, the

presence of UIBC alongside the show further reinforces Singapore's position as a leading global hub for bakery and pastry excellence.

Focusing on the competition itself, Bread in the City - Asia Selection will welcome eight elite teams from across the Asia Pacific region, including Chinese Taipei, Indonesia, Malaysia, Vietnam, the Philippines, Australia, Singapore, and the Republic of Korea. The competing teams will face a wide range of disciplines, showcasing outstanding technical mastery and creativity in bread making, viennoiserie, pizza, laminated pastry, and highly artistic showpieces.

The judging panel brings together some of the most respected names in the international bakery community, including Chef Matteo Cunsolo, President of Richemont Italy; Chef Elisabete Ferreira, Vice President of Richemont Club International; Chef Günther Koerffer, Royal Pastry Chef and Master Confectioner; Chef Han Sang Baek, Global Master Baker; Chef Peng Fu Dong, Champion of the IBA UIBC Cup of Bakers and Coupe du Monde de la Boulangerie; and Chef Tomohiro Nogami, Japan Master Baker.

The competition is proudly supported by a range of sponsors: **IRERS (Germany), Foodgears (Hong Kong), Bake Lab, Deluscious Patisserie, and Baker Oven (Singapore)**, providing premium ingredients, while **Bresso (China)** and **Sanneng (Taiwan)** will contribute their expertise and equipment, ensuring participants have access to the highest-quality tools and technology.

WORLD RENOWNED AMBASSADORS REPRESENTING KEY INDUSTRY SECTORS

The 2026 edition will present a carefully curated lineup of Excellence in Foodservice Ambassadors, each representing the key sectors of SIGEP Asia and embodying the creativity, innovation, and craftsmanship driving the global Foodservice industry.

Returning as Ambassador for the chocolate sector is the award-winning pastry Chef Janice Wong, Chocolate & Pastry Event Ambassador and founder of Janice Wong Pure Imagination, whose iconic Chocolate Wall installation will once again be showcased at the event, with high premium chocolate lollipops sponsored by Domori of IRCA group.

She will be joined by an exceptional roster of internationally recognised professionals:

- **Chef Antonio Brancato**, Pizza Brand Ambassador and founder of Anto Pizza e Aperitivi—ranked the No.1 pizzeria in Singapore and No.15 in Asia by 50 Top Pizza—representing the pizza sector;
- **Chef Matteo Pertoldi**, Bakery Brand Ambassador and owner of Atipico, representing bakery and pastry excellence;
- **Chef Natasha Chiam**, Gelato Brand Ambassador and CEO of Ice Cream Cookie & Co, representing gelato innovation;

- **Chef Justin Foo**, Technology Brand Ambassador and founder of HosPro Hospitality Intelligence, representing Foodservice technology and innovation;
- **Emi Fukahori,** Coffee Brand Ambassador and World Brewers Cup Champion 2018, representing specialty coffee;
- **Chef Lee Yum Hwa**, Pasta Brand Ambassador and founder of Ben Fatto, representing artisanal pasta craftsmanship.

Throughout the show, visitors will have the opportunity to engage directly with the ambassadors through exclusive masterclasses, guided tastings, and talks driven on the main stage.

IMMERSIVE EXPERIENCES, MASTERCLASSES AND INDUSTRY SESSIONS

The 2026 SIGEP Sessions programme expands significantly, offering a dynamic series of live demonstrations, masterclasses, and thought leadership sessions that engage professionals across the Foodservice and hospitality sectors.

A major highlight for Restaurant Asia 2026 is the RAS Leadership Symposium: The Intelligent Restaurant, organised by RAS.

Held on 15 July 2026, the symposium brings together restaurant operators, technology leaders and hospitality innovators to explore how AI is transforming modern Foodservice businesses across operations, marketing, scheduling and decision making.

Designed for operators navigating lean teams and rising operational complexity, the programme combines keynote presentations, operator case studies and hands on workshops focused on practical AI adoption within F&B businesses.

Speakers include leaders from Ergotune, The Lo & Behold Group, Atlas, Oddle, OpenTable, StaffAny and Grain, covering topics ranging from AI enabled operations and revenue growth to workforce optimisation and guest experience innovation.

2026 SIGEP Sessions Highlights include:

- **The International Food & Beverage Association Roundtable** – The Panel discusses how economics, supply chains, technology and consumer behaviour are reshaping hospitality & F&B.
- **Pizza Masterclass with Chef Antonio Brancato** - Explore contemporary pizza techniques and premium ingredients with first class Pizza Chef according to 50 Top.
- **Franchise Trends in Southeast Asia** - Identifying the traits behind scalable F&B brands with Albert Kong retired founder of Asiawide Franchise.

- **The Art of Gelato Making with Gelato World Cup Winners** - An exclusive session featuring 2026 Gelato World Cup champions, sharing award-winning techniques, creative inspiration, and competition insights.
- **AI Technology in Food with Chef Janice Wong** - A forward-looking session examining how artificial intelligence is transforming gastronomy, product development, and operational efficiency.
- **Beverage Trends in Asia by Andros** - A comprehensive exploration of emerging beverage consumption patterns, category innovation, and market growth across Asia.
- **The Rare and the Rugged: Durum Wheat Masterclass with Chef Benfatto** - Discover the art of artisanal pasta making, highlighting traditional Italian pasta varieties and the value of premium durum wheat in contemporary culinary applications.
- **Bettr Academy Coffee Panel** - A dedicated discussion on coffee culture, sustainability, education, and the evolution of the specialty coffee industry, led by leading experts.
- **Ginger Milk Gelato with Chef Natasha Chiam** - A creative masterclass blending heritage inspiration with bold, contemporary gelato innovation.
- **The Capuano Method: Bringing the Soul of Naples to the World** - starring Vincenzo Capuano himself who will demonstrate the philosophy, techniques, and craftsmanship behind authentic Neapolitan pizza, showing how tradition fuels the global expansion of his pizzeria chain.
- **When Bakery Meets Pastry: Italian Bombolone with Chef Matteo Pertoldi** - An immersive session celebrating artisanal Italian pastry tradition and the refined modern execution of this iconic Italian treat.
- **Hospitality Foresight Panel with Chef Justin Foo** - Insightful discussions on technology, guest experience, and the future evolution of hospitality ecosystems.
- **Exploring Italian Native Grapes with Wine Safari Italia** - Wine Educator and Sommelier Jessica Tan guides a curated masterclass into Italy's lesser-known native grape varieties, highlighting regional diversity, heritage, and contemporary market trends. The session also launches the **Wine Safari App**, an AI-powered platform designed to digitise DOC/DOCG regulations and make Italy's rare grape knowledge accessible to hospitality professionals worldwide.

Following the success of last year's **Panettone World Cup - Asian Selection**, Panettone returns to SIGEP Asia with the masterclass: **The Secrets of Panettone Revealed by the Greatest Masters: The Italians**, led by **Master Baker, Chef Giuseppe Piffaretti** in collaboration with **Chef Saverio Busato** of the **Culinary Institute of America**. The session will focus on the tradition, techniques, and artisanal excellence behind authentic Italian panettone.

The project is proudly supported by the following sponsors**: Agrimontana, Eurovanille, Molino Dalla Giovanna**, and **Elle & Vire**.

TECHNOLOGY, NIGHTLIFE AND GLOBAL COFFEE COMMUNITIES

SIGEP Asia 2026 will present its **Technology Innovation Pavilion** as a key showcase for future-ready solutions transforming Foodservice and hospitality.

The Pavilion will feature exhibitors including **Truly Robotics, Singtel, Calyptus, and Mobile Cards**, each bringing technologies that support automation, sustainability, operational excellence, and stronger customer engagement.

Truly Robotics, a master distributor of leading robotics brands such as **Gausium** and **Keenon**, will present a comprehensive portfolio of automation solutions tailored to meet evolving industry demands.

In addition, Truly Robotics will debut the new **MAXHUB C3 Robot** at SIGEP Asia and Restaurant Asia, marking a significant expansion of its innovative offerings.

Calyptus will highlight sustainability-led innovation, including food waste management applications through **Reencle** and **Mega Reencle**.

Singtel Stack-EZ helps businesses work smarter and grow faster through practical AI and digital solutions. By leveraging automation, data-driven insights, and seamless system integrations, it enables organisations to improve productivity and operational efficiency.

Mobile Cards will complement the Pavilion with its all-in-one membership app solution, offering rewards, e-coupons, e-commerce, and AI-powered marketing capabilities across the retail, catering, and service sectors.

Together, these exhibitors underscore the Pavilion's role as a compelling destination for industry stakeholders seeking practical, future-ready solutions.

The Nightlife & Entertainment Pavilion will also return with Tadcaster Hospitality's BQ Bar together with Fabbri operating the event bar experience, bringing live bar culture, cocktails and nightlife networking into the exhibition floor.

Coffee continues to play a major role at the event, highlighted by the exclusive participation of the **Specialty Coffee Association (SCA)**. Within its dedicated Lounge, SCA will host international cupping sessions, guided tastings, and global networking opportunities, providing a central hub for the coffee community. As the leading global authority for the Specialty Coffee Sector, SCA's presence sends a strong signal of commitment and excellence to professionals across the region.

In addition, the **Singapore National Coffee Championship (SNCC)**, co-organised with the **Singapore Coffee Association**, will return for the third edition with its competitions on Baristas, Brewers Cup, Latte Art and Cup Tasters.

ITALIAN EXCELLENCE AND INTERNATIONAL PAVILIONS

An **Italian Trade Agency (ITA)** Pavilion featuring 12 Italian exhibitors will showcase premium artisan products, machinery and ingredients from Italy.

The **Pizza Corner** at SIGEP Asia 2026 is set to be a must-visit destination for pizza enthusiasts, Chefs, and industry professionals seeking inspiration, learning, and a taste of true Italian excellence. Organised by the **Associazione Verace Pizza Napoletana (AVPN)**, the area will feature five leading companies from the pizza world, offering live demonstrations and cooking sessions that showcase the art, tradition, and innovation of authentic Neapolitan pizza. Visitors will experience the finest ingredients and equipment, including mozzarella Sorì, tomato products from Rega, Manna pizza ovens, Gi Metal professional tools, and high-quality flours from Molino Dalla Giovanna. This immersive experience promises to highlight the craftsmanship, techniques, and passion that have made Neapolitan pizza a global culinary icon.

The event will also feature an expanded Vietnamese pavilion in collaboration with the **Vietnam Food & Beverage Ecosystem (VFBE)**, marking one of the strongest Vietnamese Foodservice focused showcases in recent years. The pavilion will feature exhibitors specialising in solutions for Vietnamese restaurant concepts and operations.

CURATED NETWORKING, BUYER PROGRAMMES AND VISITOR EXPERIENCES

SIGEP Asia & Restaurant Asia 2026 continues to strengthen its hosted buyer and networking programmes through the Xcelerate Programme, facilitating targeted business meetings between exhibitors and qualified buyers.

This year's quick fire networking sessions will involve delegations from the **Airline Catering Association (ACA)** and the **Indonesian Hotel and Restaurant Association (PHRI)**, connecting exhibitors directly with regional procurement decision makers.

Complementing the business experience beyond the exhibition floor, SIGEP Asia & Restaurant Asia 2026 continues to expand its **Visitor Xperience Programme**, a curated business and lifestyle initiative designed to blend hospitality, travel and networking into the overall trade show experience.

Registered visitors can enjoy exclusive hotel rates, airline privileges, ride hailing promotions, dining deals and retail privileges across Singapore through partnerships with hospitality, lifestyle and travel brands.

The programme includes preferential rates with hotel partners such as COMO, Swissôtel The Stamford, InterContinental Robertson Quay, Grand Park City Hall and other leading Singapore hospitality brands, with room rates starting from SGD140++.

Travel partners include **Singapore Airlines, Scoot and ComfortDelGro Zig**, offering airfare privileges and local transportation benefits for international and regional visitors attending the show.

Partner **Mandai Wildlife Group** provides experience perks where participants will be entitled to a 15% discount to the following parks:

- Singapore Zoo
- River Wonders
- Night Safari
- Bird Paradise

One of the key highlights of the programme is the Dining Deals campaign, where visitors can dine at participating restaurants, cafés and bars across Singapore throughout July 2026 to collect stamps and unlock five tiers of rewards ranging from dining vouchers and staycations to round trip tickets to Milan, Rome and Bangkok.

Participating establishments include restaurants, bars and hospitality venues such as Manhattan, SKAI, Prego, SUSHISAMBA, Summer Palace, Anti:dote, ANTO Pizzeria, Basilico, Café Melba, L'Entrecôte, BQ Bar and many more.

In addition, **Marina Bay Sands** will offer exclusive F&B and retail privileges for registered delegates at selected restaurants and outlets including LAVO, Maison Boulud, Gordon Ramsay Bread Street Kitchen, Mott 32, Wakuda, Yardbird and KOMA during the event period.

The continued support of industry leaders remains a key driver behind the event's growth. SIGEP Asia & Restaurant Asia 2026 is proud to be supported by partners including OpenTable and Darthworks, alongside valued returning exhibitors such as Restosuite, Info-Tech, Hendricks Corp and OKI Data, all of whom have contributed to the event's development as a leading platform for hospitality and Foodservice professionals in Asia.

"With the return of the Gelato World Cup Asia Selection to the SIGEP brand, the Bakery World Championship Asia Selection and the UIBC Congress, SIGEP Asia 2026 marks a significant moment for artisan food culture and professional Foodservice in the region.

These international platforms not only celebrate craftsmanship and talent, but also create opportunities for learning, collaboration and industry growth across Asia."

- Dr Ilaria Cicero, CEO of IEG Asia & Global Exhibition Director of the SIGEP Network

"Restaurant Asia continues to play an important role in bringing together the Foodservice and hospitality community in Singapore and across the region. As operators face evolving consumer expectations, manpower challenges and changing business models, platforms like Restaurant Asia create valuable opportunities for industry professionals to discover practical solutions, exchange ideas and build meaningful partnerships that support long term growth."

- Benjamin Boh, President, Restaurant Association of Singapore (RAS).

SIGEP Asia & Restaurant Asia 2026 takes place from 15 to 17 July 2026 at Sands Expo & Convention Centre, Marina Bay Sands Singapore.

For more information and visitor registration:

www.sigepasia.com.sg

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.