GELATO | PASTRY | COFFEE | BAKERY | PIZZA

The B2B event for the gelato, pastry&chocolate, coffee, bakery and pizza communities. Where ingredients are trending, products are evolving, and technology and equipment are shaping the future of the out-of-home industry.

- EQUIPMENT, TECHNOLOGY & KITCHEN MATERIALS
- INGREDIENTS & SEMI-FINISHED GOODS
- FROZEN & READY-MADE PRODUCTS
- PACKAGING SOLUTIONS & MACHINERY
- FURNITURE, FURNISHINGS & SERVICES

# SIGEP WORLD

16–20 January 2026

*Rimini Expo Centre, Italy*

sigep.it

## The World Expo for Foodservice Excellence

ORGANIZED BY

ITALIAN EXHIBITION GROUP
Providing the future

IN COLLABORATION WITH

OpportunItaly
Driving business growth with Italian excellence.

Ministero degli Affari Esteri e della Cooperazione Internazionale

ITA
ITALIAN TRADE AGENCY

# WHERE THE FUTURE COMES TO LIFE

SIGEP WORLD has long been inspiring the **Foodservice Community** as the most dynamic event for the industry, appealing to international professionals from the worlds of **Gelato, Pastry&Chocolate, Coffee, Bakery** and **Pizza**. The exhibition's vibrant venue in Rimini is a stage where exhibitors showcase the future of their sector, providing visitors with the most exclusive **insights into tomorrow's shifting trends and unexplored tastes**.

Covering all aspects, from **Technologies, Equipment and Furnishings to Products and Ingredients, Packaging Solutions and Services**, SIGEP WORLD is a hub where networking opens doors to the most coveted opportunities in the business. Every touchpoint, both for visitors and exhibitors is a chance to learn, evolve, grow your **business** and move up to the next level.

SIGEP WORLD is where the latest developments in the out-of-home industry are right there, before your eyes. It is no less than a front-row place on the market, from where you can observe and experience the **innovations** that are ready to set the pace for **tomorrow's world**.



# COMMUNITY

**+181,000**
SOCIAL COMMUNITY

**+289,000**
NEWSLETTER DATABASE

**2 MILLION**
TOTAL IMPRESSIONS ON SOCIAL MEDIA

**488 MILLION GROSS**
GROSS CONTACTS REACHED

**737**
JOURNALISTS

**56**
PARTNER ASSOCIATIONS

**APP**

**+292,000**
EXHIBITORS CATALOGUE VIEWS

**+567,000**
EXHIBITORS PROFILE PAGE VIEWS

# WHY EXHIBIT

### BOOST YOUR BUSINESS
Expand your reach, tap into new markets, and unlock **game-changing opportunities** — both locally and globally.

### OWN THE SPOTLIGHT
Be the first to showcase your **latest creations, products, and trends** at the industry's kick-off event of the year.

### CONNECT & GROW
Network with **key buyers, industry leaders, and potential partners** in a high-energy, **business-driven environment**.

### STAY AHEAD
Get inspired, gain insights, and experience **live demos, show cooking, and thought-provoking discussions** led by top experts.

# WHY VISIT

### CONNECT WITH THE GLOBAL FOODSERVICE ELITE
Meet **industry leaders, top brands, and innovators** from around the world. Build powerful connections, exchange ideas, and tap into **new business opportunities** in the dynamic Out-of-Home sector.

### DISCOVER WHAT'S NEXT
Stay ahead of the curve with exclusive **previews of breakthrough trends, revolutionary technologies**, and the **latest must-have ingredients**. Experience the excellence of Made in Italy and the future of foodservice—before anyone else.

### EXPERIENCE LIVE ACTION
Be inspired by **world-class chefs, master artisans, and industry pioneers**. Witness jaw-dropping show cooking, hands-on demos, and expert talks packed with creativity and innovation.

### LEVEL UP YOUR EXPERTISE
Gain insider knowledge on **sustainability, digital transformation, and next-gen marketing strategies**. Stay competitive with fresh insights straight from the global stage.



# EXHIBITORS

Data from the 2025 edition

**1,300**
EXHIBITORS

**18%**
FROM ABROAD

**35**
COUNTRIES

TOP COUNTRIES OF ORIGIN: (EXCLUDING ITALY)

1. GERMANY
2. SPAIN
3. FRANCE
4. CHINA
5. TURKEY

### ACTIVITY SECTORS

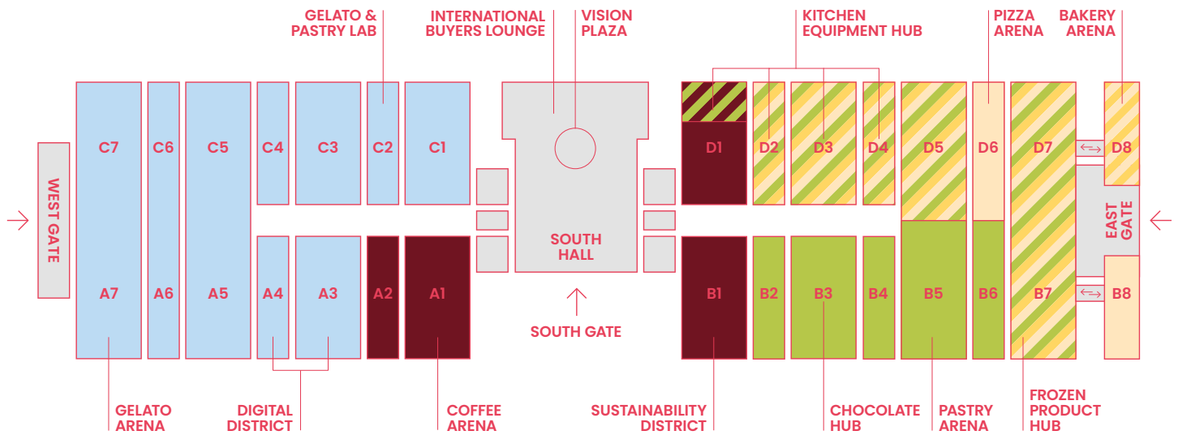



# THE FLOOR PLAN

**138,000**
SQM OF EXHIBITION AREA

**30**
PAVILIONS



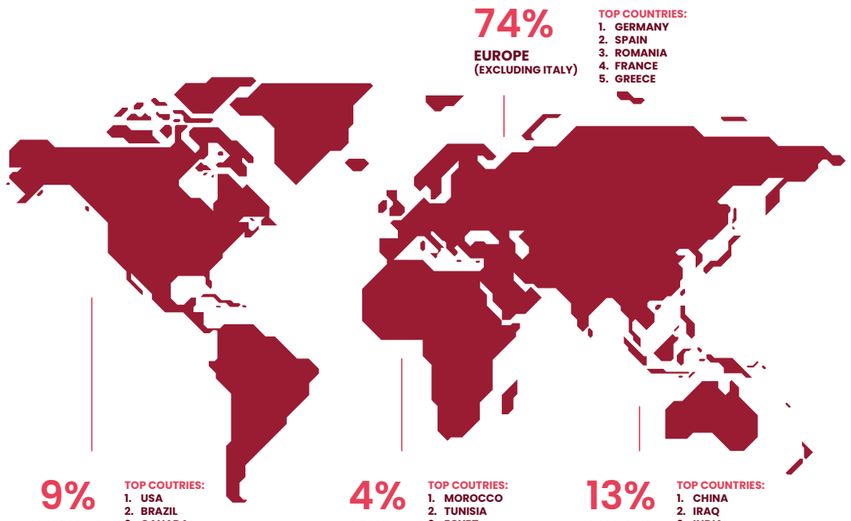
# VISITORS

Data from the 2025 edition

SIGEP WORLD attracts Foodservice Industry professionals and decision makers whose business interests and activities will shape the future of this sector. **Importers, distributors, canteen services, catering and hospitality chains**, from around the world, choose Rimini to preview the latest insights into the trending Foodservice solutions.

**205,000**
**TOTAL ATTENDANCE**
**+14%** COMPARED TO 2024 EDITION

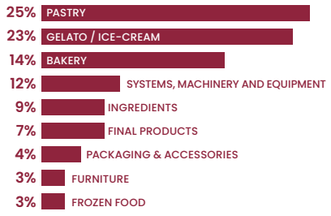
**160** COUNTRIES | **23%** ABROAD
**+26%** COMPARED TO 2024 EDITION




**32%**
**PUBLIC ESTABLISHMENTS / CHAINS**




**31%**
**PRODUCERS/LABORATORIES**







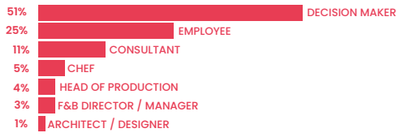
**4%**
**MEDIA, ASSOCIATIONS & INSTITUTIONS, PROFESSIONAL INSTITUTES**

**9%**
**SERVICES**

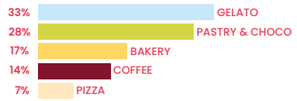
**24%**
**DISTRIBUTION**




**VISITOR PROFILE**




**EXHIBITION SECTORS OF INTEREST**






# TOP BUYERS

Data from the 2025 edition

Thanks to careful scouting initiatives targeting **top-profile buyers** and cooperation with the Italian Trade Agency (ITA) and the Ministry of Foreign Affairs and International Cooperation, and with the support of IEG's international network of regional advisors, the expo attracts **real decision makers**, making SIGEP a unique opportunity to meet selected buyers from all over the world.

**545** BUYERS

**+28%** COMPARED TO 2024 EDITION

**79** COUNTRIES

**+5,500**
**BUSINESS MEETINGS**

**15**
**DELEGATIONS FROM ALL OVER THE WORLD**

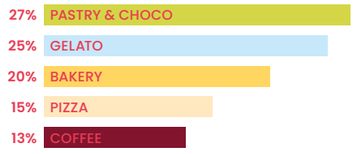
**ORIGIN**

**33%** EUROPE
**32%** ASIA
**26%** AMERICAS
**8%** AFRICA
**1%** OCEANIA

**PROFILE**




**EXHIBITION SECTORS OF INTEREST**




**96%**
**CONSIDER THEMSELVES FULLY SATISFIED WITH THE EXHIBITION OFFER**

**98%**
**DECLARE THAT HAVE ACHIEVED THEIR OBJECTIVE**

**100%**
**RECOMMEND TO VISIT SIGEP WORLD**

# PREMIUM VISITORS

Data from the 2025 edition

High-profile European visitors included in a reserved and exclusive program.

**+3,300**
**OPERATORS**

**+28%**
**COMPARED TO 2024 EDITION**

**TOP 5 COUNTRIES**

1. **SPAIN**
2. **ROMANIA**
3. **GERMANY**
4. **GREECE**
5. **FRANCE**

**PROFILE**

**56%** DISTRIBUTION
**37%** PRODUCERS/LABORATORIES
**5%** CHAINS
**2%** OUT OF HOME SHOPS

# GELATO



## GELATO AT ITS FINEST

SIGEP WORLD is home to Gelato, The Italian Frozen Dessert, internationally recognised as the hub of innovation, gathering the world's most inspired professionals to present **crafted creations**, **new flavours** and the **latest technologies** used to produce Gelato.

Motivating and exciting, the event places innovation at the centre of everyone's attention, attracting connoisseurs from around the world, eager to get up to date with the latest trends, on the lookout for **unprecedented tastes** and **novel ingredients**.

SIGEP WORLD showcases the widest variety of Gelato for the world's foodservice industry, a place to meet, share and discover tomorrow's opportunities, and take the market to its next evolution.

## EXHIBITING SECTORS

- MACHINERY AND SYSTEMS
- RAW MATERIALS AND INGREDIENTS
- FURNITURE AND EQUIPMENT
- WINDOW DISPLAYS AND CONFECTION
- ACCESSORIES FOR PRODUCT PRESENTATION
- PACKAGING
- SERVICES

# PASTRY & CHOCOLATE



## THE TRUE TASTE OF CREATIVITY

SIGEP WORLD is a privileged venue for the professionals from the world of pastry and chocolate, a place where every aspect plays a role in creating the final product. From the most extraordinary **artisanal creations** to the quality and variety of industrial solutions such as **ready-made desserts**, SIGEP WORLD dedicates the appropriate space.

Participants will be able to discover the best selection of **raw materials**, investigate new supply chains and explore **ground-breaking technologies**. Each of these combines to drive evolution within this exuberant sector, giving rise to new concepts, new experiences and innovative techniques.

SIGEP WORLD is also where Pastry&Choco professionals meet to share their expertise and unveil their unanticipated creations.

## EXHIBITING SECTORS

- MACHINERY AND SYSTEMS
- RAW MATERIALS AND INGREDIENTS
- FURNITURE AND EQUIPMENT
- ACCESSORIES FOR PRODUCT PRESENTATION
- PACKAGING
- SERVICES
- FROZEN PRODUCTS
- READY-MADE DESSERTS
- INDUSTRIAL DESSERTS
- DECORATIONS

# COFFEE



## EVERY BLEND OF FLAVOUR AND TECHNOLOGY

SIGEP WORLD is where every angle of the coffee universe comes under the spotlight, enabling professionals from the foodservice sector to navigate all aspects of the industry, from **plantations** and **green beans** to **roasting**, **blending** and **tasting**. Social and environmental **sustainability** also play an important role, alongside the rich variety of coffees. And not just the best ingredients, but also a broad selection of **premium technologies** for the coffee industry are a key focus of the event.

Sparking interaction with each of the other communities, exhibitors coming from geographical areas around the world will showcase **speciality coffees**, a full array of the latest technologies and the most recent aromas on the scene. SIGEP is also a chance to discover new products, automatic processing equipment and packaging solutions designed to complete the extraordinary variety of this unique drink.

## EXHIBITING SECTORS

- MACHINERY AND SYSTEMS
- RAW MATERIALS AND INGREDIENTS
- FURNITURE AND EQUIPMENT
- PACKAGING

# BAKERY



## THE WONDERFUL WORLD OF BAKERY

SIGEP WORLD explores the recent trends, the most exciting ingredients and leading technological innovations that are shaping the art of bakery. Professionals from around the globe participate to try out ingredients such as **flours and yeasts**, investigating all the **latest baking techniques and technologies**.

Covering the entire supply chain, visitors will be able to learn about what's new in the **production process**, discover **innovative concepts** for venues and **marketing concepts**, and engage in **networking initiatives** to expand their opportunities.

SIGEP WORLD takes you from raw materials to the latest savoury delight, as well as the best tools and equipment for your business.

## EXHIBITING SECTORS

- MACHINERY AND SYSTEMS
- RAW MATERIALS AND INGREDIENTS
- FURNITURE AND EQUIPMENT
- ACCESSORIES FOR PRODUCT PRESENTATION
- PACKAGING
- SERVICES
- FROZEN PRODUCTS

# PIZZA



## THE PERFECT PLACE FOR PIZZA IN EVERY WAY

SIGEP WORLD takes a deep dive into the world of pizza, in all its essential and most extravagant varieties. From the classical Italian pizza with its regional interpretations to the exotic combinations and the innovative gourmet pizzas. Moreover, all the key technologies are presented to complete the panorama of what's vital to make the best pizza.

Pizza professionals attending the event will witness the astonishing **variety of flours and baking techniques**, also getting a chance to examine the opportunities of **frozen ingredients and ready-to-use toppings**. **Equipment**, ovens and **furniture solutions** complete the area devoted to pizzas.

SIGEP opens the door to a growing market sector, where a pizza brings everyone together, from every land in every language.

## EXHIBITING SECTORS

- MACHINERY AND SYSTEMS
- RAW MATERIALS AND INGREDIENTS
- FURNITURE AND EQUIPMENT
- WINDOW DISPLAYS AND CONFECTION
- ACCESSORIES FOR PRODUCT PRESENTATION
- PACKAGING
- FRANCHISORS
- SERVICES



# 2026 EVENTS

SIGEP WORLD is no less than a true incubator for each sector, where participants experiment and demonstrate **tomorrow's trends and techniques**. Talks, demos and workshops held by industry experts provide operators with a chance to enrich their competencies and prepare to face the **key challenges** within the industry: from agrifood tourism to legal issues, food waste and food cost to sustainability in all its aspects. SIGEP WORLD also offers a unique platform for all professionals in the Foodservice Industry. The themed arenas host the best **gelato makers, pastry chefs, baristas, bakers and pizza chefs** coming from all over the world to compete and showcase their technical skills, creativity and innovation. No place is better than SIGEP WORLD to know exactly what is happening, as and when it happens. Even before it happens.

**+600**
**EVENTS**

**8**
**ARENAS**

**9**
**COMPETITIONS**

**250**
**SPEAKERS**

**5**
**INTERNATIONAL COMPETITIONS**

Data from the 2025 edition

- GELATO EUROPE CUP
- BREAD IN THE CITY - BAKERY WORLD CUP
- WORLD PIZZA CHAMPION GAMES
- GELATO FESTIVAL WORLD MASTERS - GERMAN FINAL
- GELATO FESTIVAL WORLD MASTERS - IBERIAN CHALLENGE





## 2026 COMPETITIONS

- GELATO WORLD CUP
- JUNIORES PASTRY WORLD CUP
- PIZZA SENZA FRONTIERE - WORLD PIZZA CHAMPION GAMES
- SIGEP GELATO D'ORO
- ITALIAN BARISTA CHAMPIONSHIPS
- NATIONAL COMPETITION OF BAKING ART

## INTERNATIONAL MAIN EVENTS

Gelato World Cup

In the world's most important competition for the industry, the 12 competing teams will compete for the title in four different trials: Gelato, Pastry, Chocolate, Ice Sculpting and Haute Cuisine.

JUNIORES PASTRY WORLD CUP

The international competition dedicated to young pastry chefs under 26. A unique showcase where emerging talents turn passion and skill into extraordinary creations.

# SIGEP VISION

SIGEP WORLD offers a fundamental opportunity to explore what is trending in the Foodservice Industry. Expressed across a rich program of initiatives, **SIGEP VISION** is both a concept and a physical space that provides participants with a **privileged insight into the future of the entire sector**. SIGEP VISION is a true melting pot of know-how, technologies and innovation. What happens here is the key to **tomorrow's winning concepts**.

## VISION PLAZA

The **Vision Plaza** is the heart of the central exhibition hall, featuring a d**ynamic program of talks, workshops, and training sessions** led by industry experts and opinion leaders. In collaboration with leading research institutes, it delivers essential insights for professionals, focusing on trends, market shifts, emerging business models, and disruptive formats.

## LORENZO CAGNONI AWARD

Partnered by **ANGI and ICE - Italian Trade Agency**, the Lorenzo Cagnoni Award rewards outstanding exhibiting companies and the most promising start-ups, highlighting SIGEP WORLD's role as a key platform for launching new products in the industry.




## INTERNATIONAL START-UP VILLAGE

In this area, we select companies in cooperation with the Italian Trade Agency and **ANGI - the National Association of Young Innovators** (Associazione Nazionale Giovani Innovatori), providing maximum visibility to SIGEP WORLD visitors, who wish to explore the projects that are presented and talk to leading players in product development in the Out of Home industry. Open to national and international start-ups, it is a fundamental meeting point for young entrepreneurs and investors.



# KEY THEMES

SIGEP VISION offers a forward-looking lens on the key transformations redefining the **global foodservice industry**. From shifting consumer behaviours to cutting-edge technologies and sustainability imperatives, our focus is on what's next.

## SUSTAINABILITY

Insight into sustainable practices that transform food production, with a focus on environmentally friendly materials, waste reduction, ethical sourcing and low environmental impact processes.



## TECH AI

Exploring the potential of artificial intelligence (AI) in the food industry. From automated supply management to improving production efficiency and optimising the customer experience.




## PRODUCT TREND

Focus on emerging trends in the Foodservice sector: new consumer preferences, innovative ingredients and product formats redefining the commercial offering.



# SUSTAINABILITY DISTRICT

This special area, located in **Pavilion B1**, was entirely dedicated to promoting **sustainable practices** along the **coffee and cocoa supply chains**, creating a direct bridge between conscious consumers and sustainable producers. Within the heart of the Sustainability District, a dedicated stage will host a **rich program of talks and panels focused on emerging themes in sustainability**. Industry experts, innovators and changemakers will share insights, best practices and future visions for a more responsible coffee and cocoa sector.

## MICRO ROASTER VILLAGE

In this corner of the Sustainability District, micro-roasters showcase their unique blends, the result of a deep passion for coffee and meticulous processing.

## ORIGIN COUNTRIES AREA

The presence of origin countries such as Costa Rica, Guatemala, Colombia, Ethiopia, and others offers a unique opportunity to showcase the roots of coffee and cocoa, promote sustainable farming, foster ethical supply chain practices, and engage industry professionals.

## BEAN TO BAR

A space designed to reveal the chocolate production process, from the cocoa bean to the final product. A place where craftsmanship transforms chocolate into pure excellence.






# SPECIAL PROJECTS AND THEMED AREAS

## INNOVATION BAR

NEW

A cutting-edge concept area that brings together fully automatic coffee machines, AI, and plant-based products to redefine out-of-home consumption. A space that values baristas, brands, and smart technologies—taking inspiration from new Coffee & Bakery formats and looking boldly to the future.



## GELATO MEETS CHAINS

NEW

A strategic format to boost the presence of artisanal and soft gelato in restaurant and hotel chains. With targeted matchmaking and networking, it connects companies to new business opportunities and global partnerships.
A unique gateway to bring gelato into the menus of leading international chains.



## TOP HOTELLERIE

NEW

A curated space connecting hotel chains with exhibitors, featuring high-end buffet displays, talks with hospitality leaders, and a dedicated area for brands and sponsors.
A premium platform to showcase trends and foster partnerships in upscale hospitality.



## DIGITAL DISTRICT

NEW

An area entirely dedicated to digital innovation for the foodservice industry. From management software and online ordering platforms to marketing tools and data analytics, the Digital District showcases the latest solutions designed to optimize operations, improve customer engagement, and drive business growth.



# THE EATING OUT HUB

**TEO** is the digital platform that brings together in one place all the **food & beverage** events organised by Italian Exhibition Group with the aim of offering **specific content** over a much longer period of time.




### BRING DOWN BARRIERS
Meet your **financial and growth targets** by reaching new national and international markets.

### INCREASE RETURNS
Increase your number of leads through the right mix of onsite and online with a positive impact on revenues.

### BE RELEVANT
Increase **event sessions and content** through the platform to reach more stakeholders.

### OFFER THE BEST
Offer your visitors the best of both the physical and virtual worlds.

### MAXIMIZE INVESTMENT
Leverage the **digital extension** to meet your **business objectives** through new channels.

# THE CALENDAR

A **business community** that brings together Italian Exhibition Group events in the out-of-home sector and acts as a catalyst for the development of business, relationships, content and innovation.

**JULY 16-18 2025 SINGAPORE**

SIGEP ASIA
IN CONJUNCTION WITH RESTAURANT ASIA 2025
CO-LOCATED WITH FOOD2GO
IEG ASIA
Excellence in Foodservice

**SINGAPORE**
Sands Expo & Convention Centre

**JANUARY 16-20 2026 RIMINI**

SIGEP WORLD
The World Expo for Foodservice Excellence
NEW
OPENING DAYS
Friday - Tuesday

**RIMINI, ITALY**
Expo Centre

**FEBRUARY 15-17 2026 RIMINI**

BEER & FOOD ATTRACTION
The Eating Out Experience Show
MIXOLOGY ATTRACTION
The Fine Drinking Experience Show
BB TECH EXPO
The Beer & Beverage Technologies Show

**RIMINI, ITALY**
Expo Centre

**APRIL 27-29 2026 SHENZHEN**

SIGEP CHINA
IEG CHINA
koelnmesse
Excellence in Foodservice

**SHENZHEN, CHINA**
Shenzhen Convention & Exhibition Center (Futian)

# SIGEP NETWORK

SIGEP is a global network designed to foster **high-level connections** and boost **business opportunities** worldwide. A unique platform where industry professionals come together to shape the future of Foodservice.



**SIGEP WORLD**
RIMINI

**SIGEP CHINA**
SHENZHEN

**SIGEP ASIA**
SINGAPORE

SIGEP WORLD

teamsigep@iegexpo.it
www.sigep.it

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HOW TO REACH US

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