



IEG Asia and Conectere Events to debut Technology & Innovation Pavilion at SIGEP Asia and Restaurant Asia 2024

SINGAPORE, 15 March 2024

Co-organised by IEG Asia in partnership with Conectere Events Pte Ltd, the Technology & Innovation Pavilion (TIP) will be held during SIGEP Asia and Restaurant Asia 2024, from 26 – 28 June 2024 at the Sands Expo & Convention Centre, Singapore.

Fuelling flavour and driving change through the power of F&B technology, TIP invites industry players to step into the future and be a part of a dynamic hub where sustainability, innovation and technology converge to inspire, educate, and propel the industry forward.

TIP will enable industry players to showcase their latest technology products and solutions, as well as sustainable and eco-friendly offerings to potential buyers from the F&B industry. In addition, they will also be able to demonstrate pioneering innovations and gain market exposure on products that contribute towards boosting operational efficiency through technology for restaurants, cafes and hotels.

Visitors to TIP will experience tech-driven efficiency on the show floor through the exclusive TIP Sandbox's intricately curated programme of hands-on demonstrations, workshops, and live experiments.

"We are excited about our partnership with IEG Asia. TIP will be an excellent platform for players in the F&B industry to gain first-hand knowledge on the latest technology, innovation and sustainable products and solutions that will help in their transformation of the business to the next level. Companies will be able to leverage on TIP to showcase their innovative solutions to a highly targeted regional and global audience. Most importantly, they will be part of a transformative event that is set to propel the F&B industry into the future," said Janice Yee, Founder and Director of Conectere Events.

Ilaria Cicero, Chief Executive Officer of IEG Asia said, "This is a remarkable opportunity that aligns with our commitment to be a driving force in the F&B industry. The presence of TIP at SIGEP Asia and Restaurant Asia will further reinforce sustainable solutions and innovations that are poised to transform the F&B sector, making SIGEP Asia and Restaurant Asia a must-visit event for the F&B industry."

Both Conectere Events and IEG Asia welcome companies to be part of a journey that will redefine the F&B story – a celebration of progress, collaboration and the limitless possibilities that arise when technology meets gastronomy.

For more information, please write to us at or enquiry@conectere.com.sg or connect@iegasia.com.sg