

FOR IMMEDIATE RELEASE



International Food & Beverage Association (IFBA) Announces Strategic Partnership with IEG Asia for SIGEP Asia 2024!

Singapore, May 7th, 2024 – The International Food and Beverage Association (IFBA) and the Italian Exhibition Group (IEG) Asia have joined forces for the upcoming SIGEP Asia 2024, co-located with Restaurant Asia, Speciality Food & Drinks Asia, Speciality Coffee & Tea Asia, and Food2Go Asia 2024 to be held at the Sands Expo & Convention Centre in Singapore from 26 – 28 June 2024. This strategic partnership marks a significant milestone in the food and beverage industry, uniting two leading organisations in their pursuit of innovation and excellence.

Scheduled to be a highlight in the food and beverage calendar, SIGEP Asia 2024 will bring together industry leaders, professionals, visionaries, and enthusiasts under one roof. Through this partnership, IFBA and IEG Asia are committed to providing a dynamic platform for idea exchange, networking, and celebrating sector achievements.

A ceremonial signing event was held this morning at the Singapore headquarters of IEG Asia to signify the beginning of a promising collaboration. The event was graced by the presence of esteemed delegates from the IFBA, including **Mr Hai Poh Cheong**, the IFBA President; **Mr Han Bin**, Chairman of the Asia-Pacific Alliance of Singapore; and **Mr Mark Chan**, Director of BT International. Their presence symbolises unity of purpose and vision, officially marking the commencement of this impactful partnership between the two organisations.

Representing IEG Asia, **Mrs Ilaria Cicero, Chief Executive Officer**, joined the distinguished leaders of IFBA in a powerful display of unity, demonstrating a shared commitment to advancing innovation and development in the F&B and foodservice Ho.Re.Ca. industries.

A Unified Vision for the Future of Food and Beverage

With an emphasis on sustainability, innovation, and global trends, the partnership reflects a shared vision of the future of the food and beverage industry. Both organisations are committed to fostering an environment that encourages dialogue, advancement, and collaboration among professionals worldwide.

IFBA's Pioneering Initiatives at SIGEP Asia 2024

In this strategic partnership, IFBA aims to introduce several key initiatives aimed at enriching the attendee experience and opportunities at SIGEP Asia 2024. IFBA will host a series of **Roundtable Discussions**, spearheading thought-leadership sessions on emerging trends, global challenges, and future opportunities in the food and beverage space, with the aim to foster in-depth subjects such as sustainability, food technology, and culinary arts.

In his speech, IFBA President Hai Poh Cheong highlighted the importance of this collaboration. He said, "Joining forces with IEG Asia for SIGEP Asia 2024 represents a significant milestone in our mission to inspire and support the global food and beverage community. Together, we are setting the stage for an extraordinary event that will showcase the latest transformative trends, innovations and opportunities within the F&B industry while also addressing the challenges we face today. Through these initiatives, IFBA is committed to not only participating in but actively contributing to the success of SIGEP Asia 2024."

SIGEP Asia 2024

SIGEP Asia 2024, alongside Restaurant Asia, is designed to offer an immersive experience for industry professionals, featuring a diverse range of exhibits, live demonstrations, insightful seminars, and networking opportunities. Attendees will have the rare opportunity to explore groundbreaking products, technologies, and services that shape the future of food and beverage.

Mrs Ilaria Cicero, CEO of IEG Asia, shared her enthusiasm about the partnership, by saying: "The synergy between IEG Asia and IFBA is a powerful catalyst for promoting excellence and driving innovation in the food and beverage industry. Our collaboration is a testament to our shared commitment towards making a meaningful impact. We are excited to co-create a platform that will inspire our community and drive forward our shared values and goals in the Asian market."

- End of Press Release -

About the International Food & Beverage Association (IFBA)

Established in 2012 in Singapore, the International Food & Beverage Association (IFBA) stands as a leading advocate for excellence and innovation within the global food and beverage industry. With a rich legacy, IFBA serves as a vital link, connecting professionals across continents and sectors, and bringing together diverse experts from various corners of the food and beverage world. IFBA is dedicated to supporting the growth and advancement of its members by organizing influential events and providing platforms for networking and recognition of achievements within the industry. Its unwavering commitment lies in fostering a strong sense of community and collaboration, driving industry standards through educational initiatives, market insights, and regulatory advocacy, all in support of sustainable practices. Through its active involvement in key industry events and networking platforms, IFBA seeks to inspire new ideas, partnerships, and innovations that push the sector towards future growth and sustainability.

About IEG Asia, part of Italian Exhibition Group:

Following the signing of a Memorandum of Understanding between Italian Exhibition Group (IEG) and the Singapore Tourism Board, IEG has established IEG Asia Pte Ltd in Singapore. This continues IEG's development plan in Southeast Asia as an entirely owned subsidiary with acquired trade events Restaurant Asia and International Coffee & Tea Asia series, Speciality Food & Drinks Asia, Speciality Coffee & Tea Asia, Food2Go, and the Singapore International Jewelry Expo series.

This extends IEG's expansion strategy into Southeast Asia, fostering a virtuous circle that will strengthen global businesses and facilitate further expansion.

For further information, please contact:

IFBA Media Relations

Adelina Barphe | Strategy & Development

Email: adelinabarphe@ifbaworld.com

IEG Asia Media

Nalini Naidu | Principal Publicist, The Rainmaker | Email: nalini.naidu@therainmaker.com.sg

Chloe Tan | Marketing Communications | Email: chloe@iegasia.com.sg

We invite media, industry professionals, and all passionate about food and beverage's future to join us for a journey of discovery and innovation at SIGEP Asia, co-located with Restaurant Asia, Speciality Food & Drinks Asia, Speciality Coffee & Tea Asia, and Food2Go Asia2024