






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

18–22
January
2025

Rimini, Italy

sigep.it

The World
Expo for
Foodservice
Excellence

ORGANIZED BY

**ITALIAN
EXHIBITION
GROUP**
Providing the future

IN COLLABORATION WITH



madeinitaly.gov.it

WHERE THE FUTURE COMES TO LIFE

SIGEP 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&Choco, 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 **Products, Ingredients and Services to Equipment, Furnishings, Packaging Solutions and Technologies**, SIGEP 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.

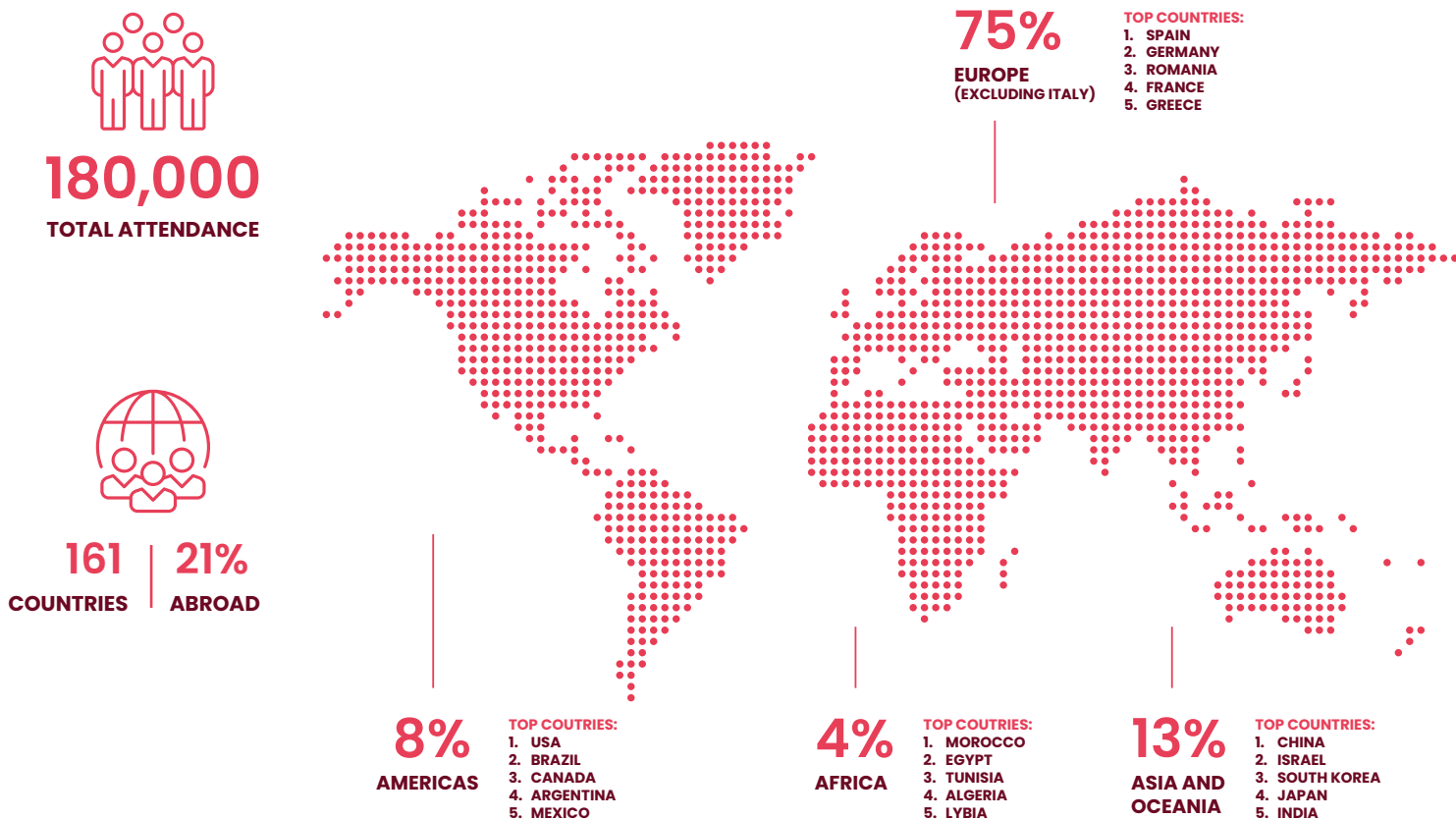
SIGEP is where the latest developments in the out-of-home industry are right there, before your eyes. It is no less than a front-row place on the market, from where you can observe and experience the **innovations** that are ready to set the pace for **tomorrow's world**.



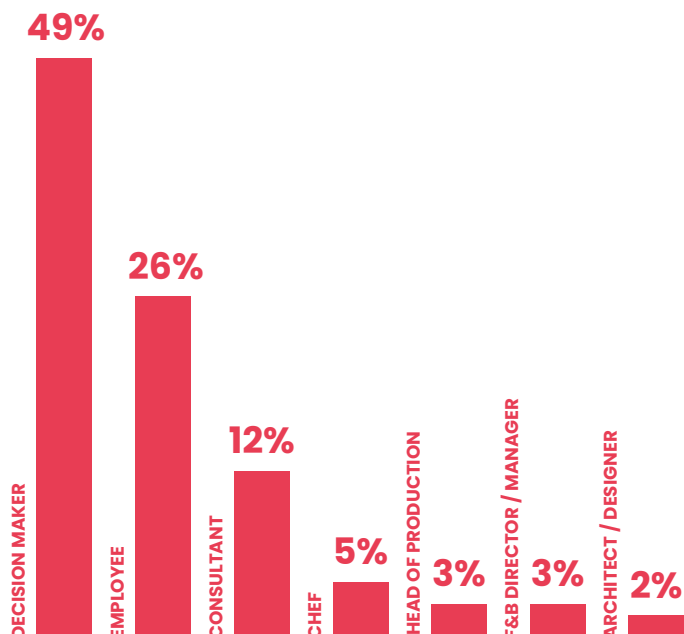
VISITORS

Data from the
2024 edition

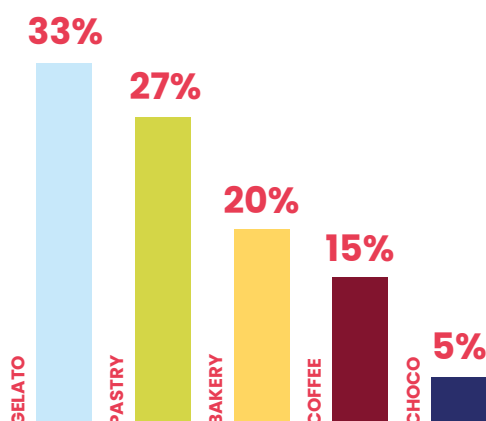
SIGEP attracts Foodservice Industry professionals and decision makers whose business interests and activities will shape the future of this sector. **Importers, distributors, canteen services, catering and hospitality chains**, from around the world, choose Rimini to preview the latest insights into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



VISITOR PROFILE



EXHIBITION SECTORS OF INTEREST



HOSTED BUYERS

Data from the
2024 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.



+32%

COMPARED TO
2023 EDITION



+5,000

BUSINESS MEETINGS

30

DELEGATIONS FROM
ALL OVER THE WORLD

ORIGIN

42% ASIA
25% EUROPE
22% AMERICAS
10% AFRICA
1% OCEANIA

95%

BUYERS WHO ARE COMPLETELY SATISFIED
WITH THE EXHIBITION OFFER

98%

BUYERS WHO CLAIM TO HAVE MET
THEIR OBJECTIVE

COMMUNITY

161,000

SOCIAL COMMUNITY

200,000

NEWSLETTER DATABASE

2 MILLION

TOTAL IMPRESSIONS ON SOCIAL MEDIA

561 MILLION GROSS

GROSS CONTACTS REACHED

660

JOURNALISTS

APP

325,000

EXHIBITORS
CATALOGUE VIEWS

+16%

COMPARED TO
2023 EDITION

846,000

EXHIBITORS PROFILE PAGE VIEWS

WHY EXHIBIT

BUSINESS

Achieve your **financial and growth objectives** by developing **new national and international markets**.

COMMUNITY

Expand your **networking opportunities** by joining an active community of both **established customers and potential leads**.

PREMIERE

Make the most of the first event in the calendar year to launch your latest **creations, innovations, products and concepts**.

UPDATE

Keep up to date with the **main industry trends** through a packed program of events including **talks, demos, show cooking, seminars and panel discussions**.

WHY VISIT

GLOBAL NETWORKING

Make contact with **companies and operators from all over the world**, creating **new connections** and sharing experiences with professionals and associations in the Out of Home industry.

EVENTS

Enjoy an inspiring program of talks, demos and show cooking sessions with highly innovative and artistic content, and get in touch with leading experts and renowned master craftsmen operating in your field.

INSPIRATION

Expand your horizons and see what lies in the future of your sector. Explore new trends and be the first to discover product innovations, the latest ingredients, cutting-edge equipment and revolutionary techniques and technologies, all with a touch of Italian elegance, the style and unmatched quality of Made in Italy products.

TRAINING

Extend your **knowledge and skills** and keep abreast of the **very latest industry news** from all corners of the planet. Keep a close eye on the increasingly topical issues of **sustainability, marketing and digital innovation**.

EXHIBITORS

Data from the 2024 edition

1,200

EXHIBITORS

18%

FROM ABROAD

35

COUNTRIES

TOP COUNTRIES OF ORIGIN:
(EXCLUDING ITALY)

1. GERMANY

2. SPAIN

3. FRANCE

5

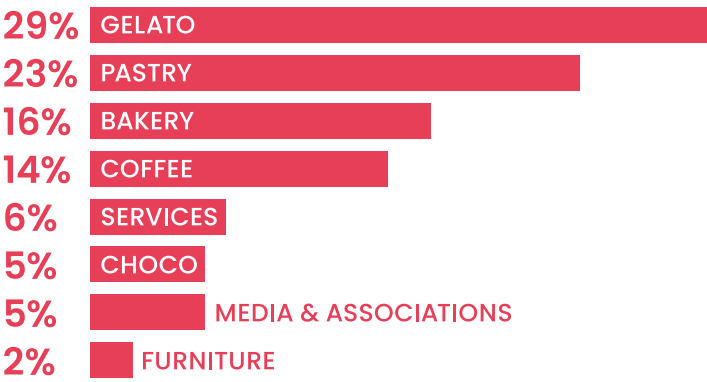
SECTORS

129K

SQM OF EXHIBITION AREA

28

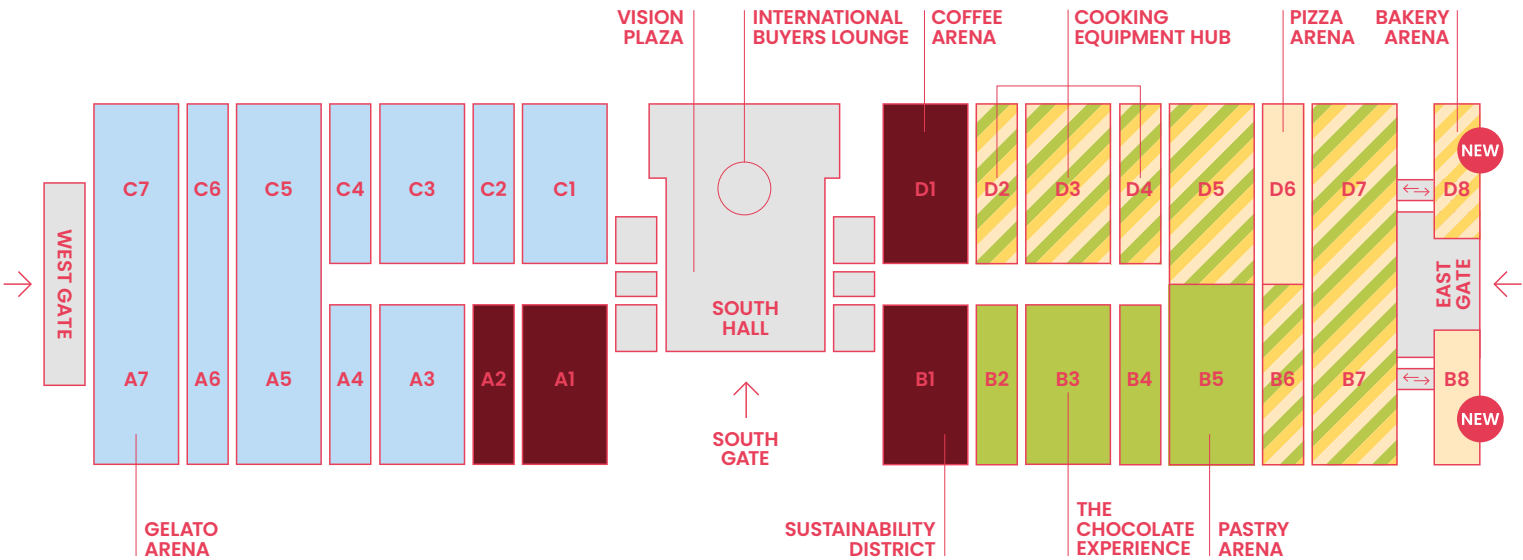
PAVILIONS



THE LAYOUT

138,000

SQM OF EXHIBITION AREA



	A1	A2	A3	A4	A5	A6	A7	C1	C2	C3	C4	C5	C6	C7	B1	B2	B3	B4	B5	B6	B7	B8	D1	D2	D3	D4	D5	D6	D7	D8
EQUIPMENT, TECHNOLOGY & KITCHEN MATERIALS	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
INGREDIENTS & SEMI-FINISHED GOODS	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
FROZEN & READY-MADE PRODUCTS																●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
PACKAGING SOLUTIONS & MACHINERY	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
FURNITURE, FURNISHINGS & SERVICES	●	●	●	●		●																●				●			●	



GELATO



GELATO AT ITS FINEST

SIGEP is home to Gelato, 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, the Italian ice cream.

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 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 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 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 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 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.

COFFEE AREAS INCLUDE:

- SUSTAINABILITY AREA & TALKS
- MICRO-ROASTERS VILLAGE
- FULLY-AUTOMATED MACHINERY DISTRICT
- COUNTRIES OF ORIGIN

EXHIBITING SECTORS

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

BAKERY



THE WONDERFUL WORLD OF BAKERY

SIGEP 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 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 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



2025 EVENTS

SIGEP 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 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 to know exactly what is happening, as and when it happens. Even before it happens.



925

EVENTS

7

ARENAS

200

SPEAKERS

Data from the
2024 edition

17

COMPETITIONS

3

INTERNATIONAL COMPETITIONS

- GELATO WORLD CUP
- JUNIORES PASTRY WORLD CUP
- GELATO FESTIVAL WORLD MASTER
- EUROPE & MIDDLE EAST CHALLENGE

COMPETITIONS

In the arenas, the backdrop to national and international competitions, passion merges with creativity and technical skills to give rise to excitement, emotions and winners.



GELATO EUROPE CUP

The competition selects the best European gelato and pastry teams to participate in the 11th **Gelato World Cup**, the world's most important international team competition dedicated to the sector, scheduled to take place at SIGEP 2026. The championship includes 7 competition rounds:

- DECORATED TUB
- GELATO CAKE
- SINGLE PORTION IN GLASS
- MYSTERY BOX WITH CREAM
- MYSTERY BOX WITH FRUIT
- CHOCOLATE SCULPTURE
- FINAL GRAND BUFFET

CAMPIONATI ITALIANI BARISTI E CAFFÈ

ITALIAN BARISTA CHAMPIONSHIPS

Coffee professionals compete in the 7 national finals scheduled in the Coffee Arena, valid for the world finals of the **WCE (World Coffee Events)** circuit, organized in cooperation with the **Specialty Coffee Association**.

- CIBC - ITALIAN BARISTA COFFEE CHAMPIONSHIP
- CILA - ITALIAN LATTE ART CHAMPIONSHIP
- CIGS - ITALIAN CHAMPIONSHIP OF COFFEE IN GOOD SPIRITS
- ITALIAN CHAMPIONSHIP BREWERS CUP
- ITALIAN CHAMPIONSHIP CUP TASTERS
- ITALIAN COFFEE ROASTING CHAMPIONSHIP
- ITALIAN CEZVE/IBRIK CHAMPIONSHIP



ITALIAN BAKERY CHAMPIONSHIP

The aim of the competition is to select the Italian team that will participate in the 2027 edition of **Bread In The City** and brings together the best Italian bakers, challenging them to showcase their mastery in the creation of artisanal bread and bakery products, promoting **innovation and excellence** in the sector.



BREAD IN THE CITY – BAKERY WORLD CUP

In this international bakery championship, organized in cooperation with **Richemont Club Italy** and **Richemont Club International**, teams from all over the world, consisting of 2 candidates and 1 coach, compete in various events for the title of world champion:

- CIABATTA AND SPECIAL BREADS
- FREE LOAVES
- VIENNOISERIE
- BAKING CAKES
- SAVORY PRESENTATION
- TRADITIONAL AND FANTASY PIZZA



PIZZA SENZA FRONTIERE – WORLD PIZZA CHAMPION GAMES

Organized by Ristorazione Italiana Magazine, pizza chefs from all over the world take part in the championship, competing in no less than **17 categories**, from classic pizza to traditional Neapolitan pizza, from pan and shovel to dessert pizza.



ITALIAN SENIOR PASTRY CHAMPIONSHIP

Organized by Conpait and Italian Exhibition Group on an annual basis, the championship sees the participation of **pastry chefs over 18** and represents a moment of maximum professional value that celebrates **excellence and creativity** in Italian pastry making.



SIGEP GIOVANI

This is a contest addressed to **hotel schools and professional institutes** from all over Italy, to promote training and offer students the opportunity to put into practice the knowledge and skills learnt at school.

SIGEP VISION

SIGEP 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**.



INNOVATION
& TRENDS



MARKET
FOCUS



DIGITAL



SUSTAINABILITY

VISION PLAZA

The **Vision Plaza** is the focal point of the central exhibition hall where industry experts and opinion leaders contribute to a **packed program of talks, workshops and training sessions**. Our ongoing collaboration with research institutes allows us to extrapolate what is vital knowledge for industry operators, and the talks we organize in the **Vision Plaza** discuss **trends, innovation and technologies**. We focus on the markets, on new digital tools to enhance your performance and devote space to topics such as **sustainability, new business models and game-changing business formats**.



START-UP AREA

In the **Start-Up 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 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.



INNOVATION AWARD

Recently introduced and partnered by ANGI, the Innovation Award rewards the excellence of exhibiting companies while underlining SIGEP's role as the primary venue for launching new products for the industry.



SIGEP NETWORK

A benchmark business hub for the entire industry on a global level.

SIGEP WORLD
RIMINI

SIGEP CHINA
SHENZHEN

SIGEP ASIA
SINGAPORE

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.

BE RELEVANT

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

MAXIMIZE INVESTMENT

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

INCREASE RETURNS

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

OFFER THE BEST

Offer your visitors the best of both the physical and virtual worlds.



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.

JANUARY 18-22 2025 RIMINI	FEBRUARY 16-18 2025 RIMINI	APRIL 24-26 2025 SHENZHEN	JUNE 18-20 2025 SINGAPORE
 The World Expo for Foodservice Excellence	 The Eating Out Experience Show  The Beer & Beverage Technologies Show	   Southern China's International Expo dedicated to the production of Gelato, Bakery & Coffee	  International Expo dedicated to the Dolce Foodservice, Catering, Coffee & Bakery
RIMINI, ITALY Expo Centre	RIMINI, ITALY Expo Centre	SHENZHEN, CHINA Shenzhen Convention & Exhibition Center (Futian)	SINGAPORE Sands Expo & Convention Centre



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