

# SIGEP

## FACTS & FIGURES 2024 EDITION



[sigep.it](https://sigep.it)

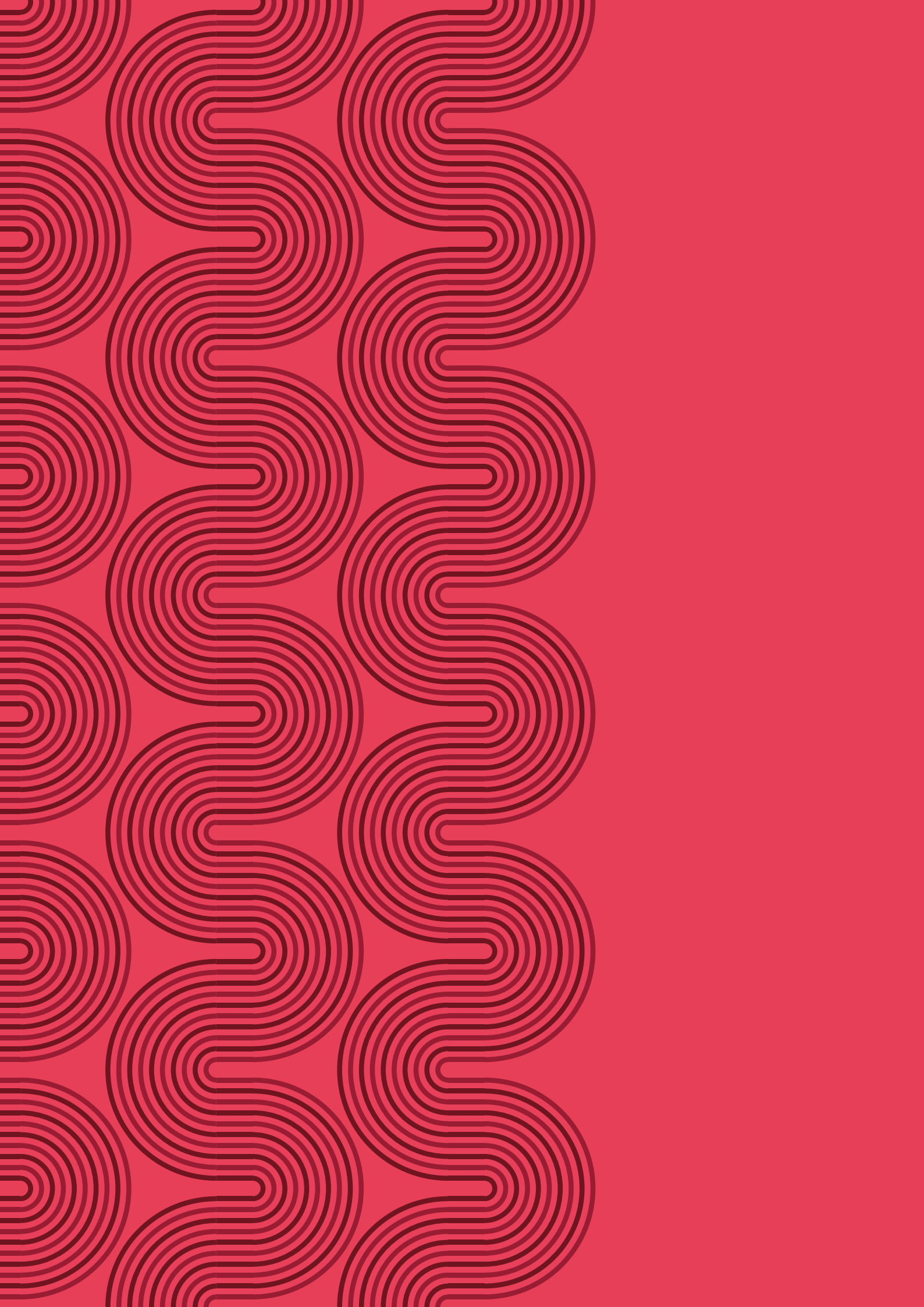
ORGANIZED BY

**ITALIAN  
EXHIBITION  
GROUP**  
Providing the future

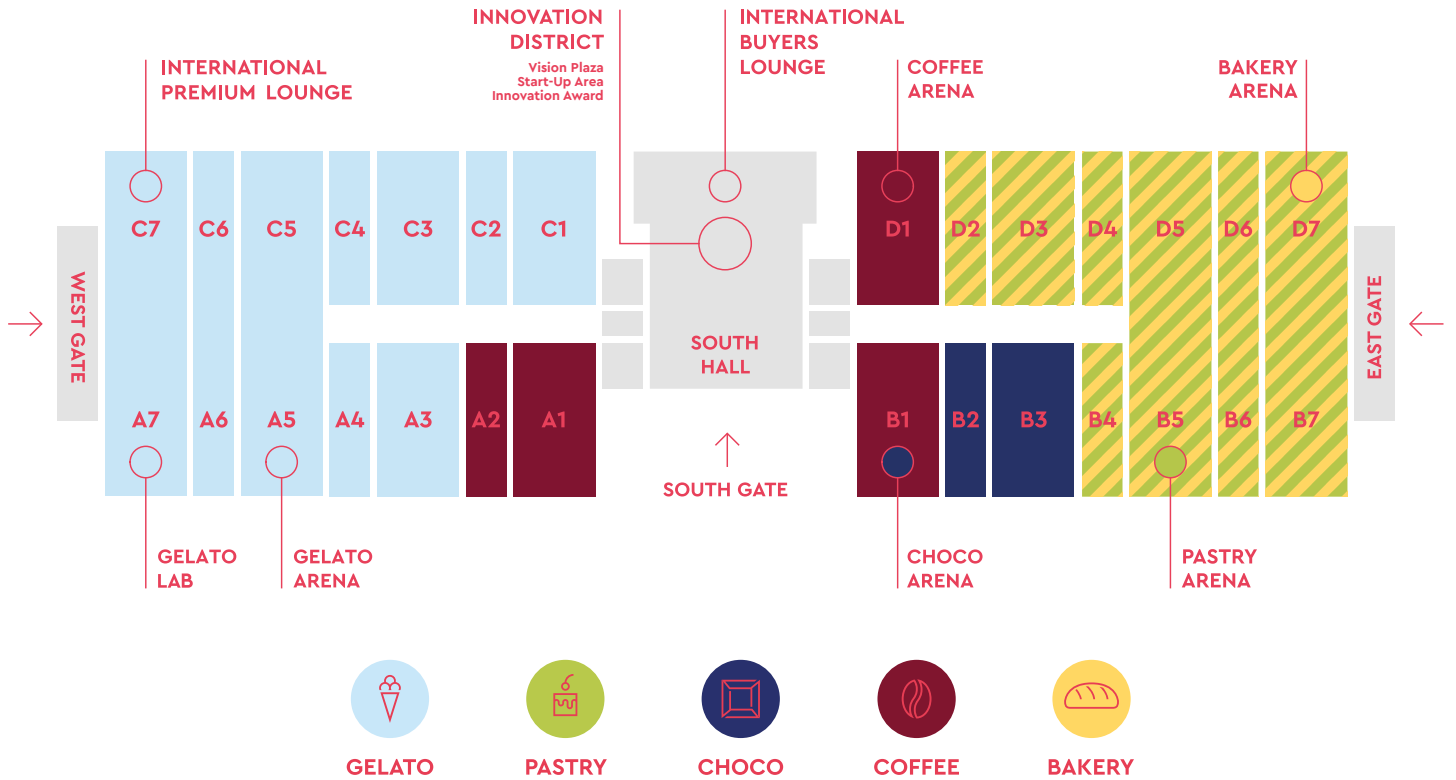
IN COLLABORATION WITH



[madeinitaly.gov.it](https://madeinitaly.gov.it)



# LAYOUT 2024



# EXHIBITORS

Data from the 2024 edition

The most comprehensive offer for the foodservice sectors of gelato, pastry, choco, coffee, pizza and bakery: technologies, ingredients, equipment, furniture, tableware, packaging solutions and services.

**1,200**

EXHIBITING BRANDS

**18%**

FROM ABROAD

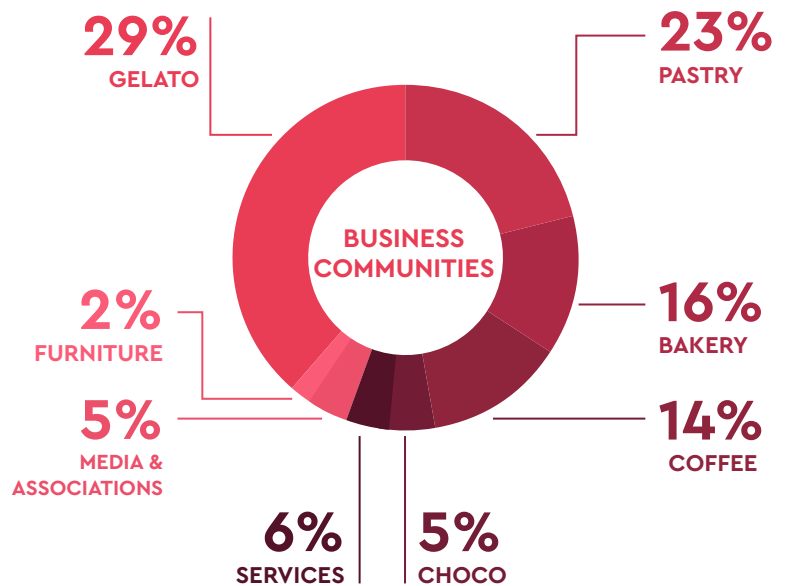
**35**

COUNTRIES

TOP COUNTRIES OF ORIGIN: (EXCLUDING ITALY)

1. GERMANY
2. SPAIN
3. FRANCE

## ACTIVITY SECTORS



**129K**

SQM OF EXHIBITION AREA

**28**

PAVILIONS

# VISITORS

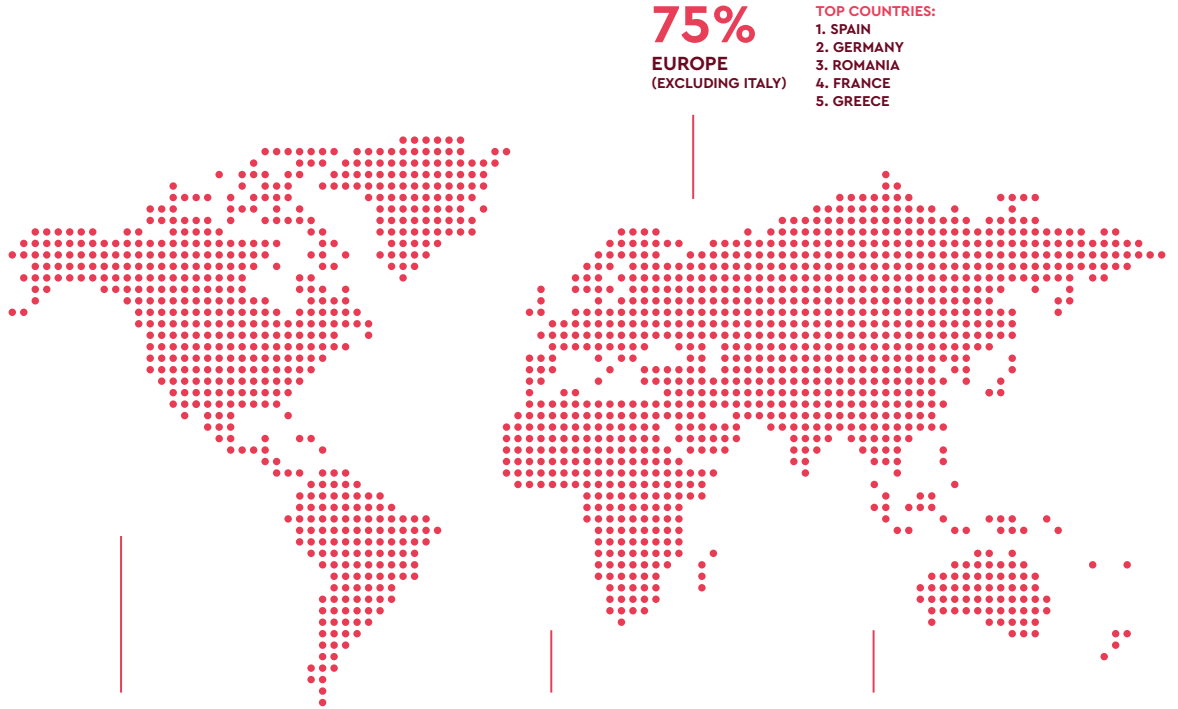
Data from the 2024 edition



**180,000**  
TOTAL ATTENDANCE



**161** COUNTRIES | **21%** ABROAD



**8%**  
AMERICAS

TOP COUNTRIES:  
1. USA  
2. BRAZIL  
3. CANADA  
4. ARGENTINA  
5. MEXICO

**4%**  
AFRICA

TOP COUNTRIES:  
1. MOROCCO  
2. EGYPT  
3. TUNISIA  
4. ALGERIA  
5. LIBYA

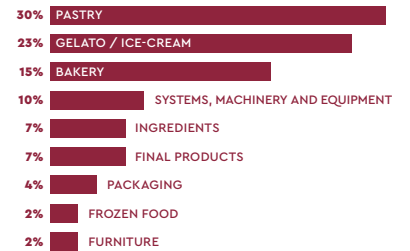
**13%**  
ASIA AND OCEANIA

TOP COUNTRIES:  
1. CHINA  
2. ISRAEL  
3. SOUTH KOREA  
4. JAPAN  
5. INDIA

**35%**  
PUBLIC ESTABLISHMENTS / CHAINS



**30%**  
PRODUCERS/LABORATORIES



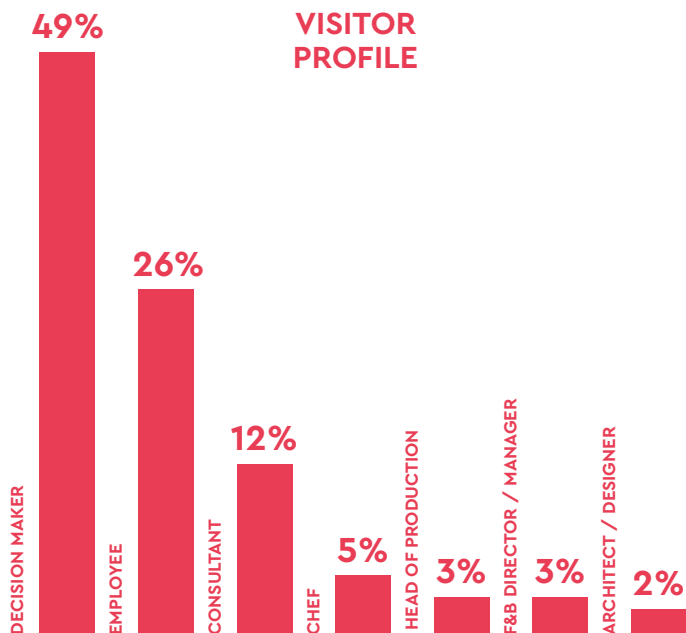
**3%**  
MEDIA, ASSOCIATIONS & INSTITUTIONS, PROFESSIONAL INSTITUTES



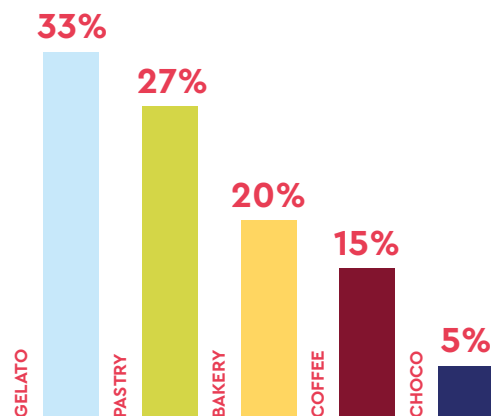
**24%**  
DISTRIBUTION



**8%**  
SERVICES



### EXHIBITION SECTORS OF INTEREST



# HOSTED BUYER

Data from the 2024 edition



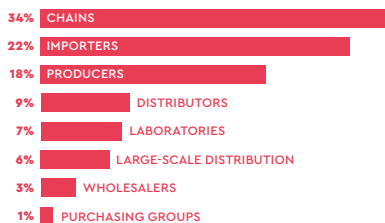
**+32%**  
COMPARED TO  
2023 EDITION



**+5,000**  
BUSINESS MEETINGS

**30**  
DELEGATIONS FROM  
ALL OVER THE WORLD

### PROFILE



### ORIGIN



### 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

# PREMIUM VISITOR

Data from the 2024 edition

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



**+50%**  
COMPARED TO  
2023 EDITION

### TOP 5 COUNTRIES

1. SPAIN
2. ROMANIA
3. GERMANY
4. CROATIA
5. FRANCE

### PROFILE

- 55% IMPORT-EXPORT/WHOLESALERS
- 33% PRODUCERS/LABORATORIES
- 5% CHAINS
- 4% LARGE-SCALE DISTRIBUTION
- 2% OUT OF HOME SHOPS

# EVENTS

Data from the  
2024 edition

A rich programme of talks, demos, masterclasses and competitions aimed at enriching operators' skills and knowledge, keeping abreast of the latest trends and innovations and encouraging the sharing and exchange of ideas.

**925**

EVENTS

**3**

INTERNATIONAL COMPETITIONS

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

**7**

ARENAS

**17**

COMPETITIONS

**200**

SPEAKERS

# INNOVATION DISTRICT

TASTE  
THE  
TRENDS

From tomorrow's trends to future technologies: everything that has innovation as its principal ingredient. Discovery, dialogue and experience, all in one place, the Innovation District.

## VISION PLAZA

The stage dedicated to new trends, visions and possible scenarios in the sector.

**30**

TALKS

## START-UP AREA

A physical and virtual exhibition area, entirely reserved for **innovative Start-Ups** and **young companies**.

**15**

START-UPS

## INNOVATION AWARD

A prestigious award assigned to the **revolutionary pioneers of the sector**.

The categories:

- 1. INNOVATIVE PRODUCT**  
FOOD FOR THOUGHT
- 2. SUSTAINABILITY**  
SOFTEN YOUR IMPACT
- 3. DIGITAL INNOVATION**  
FEEL THE CUTTING EDGE
- 4. ORGANIC / FREE FROM**  
NATURALLY SO
- 5. PACKAGING**  
NEXT GEN PACKAGING

IN COLLABORATION WITH



ASSOCIAZIONE  
NAZIONALE  
GIOVANI  
INNOVATORI

# COMMUNITY

Data from the  
2024 edition

**161,000**

SOCIAL COMMUNITY

**200,000**

NEWSLETTER DATABASE

**2 MILLION**

TOTAL IMPRESSIONS  
ON SOCIAL MEDIA

**561 MILLION GROSS**

TOTAL MEDIA CONTACTS

**660**

JOURNALISTS

## APP

**+325,000**

EXHIBITOR  
CATALOGUE VIEWS

**+16%**

COMPARED TO  
2023 EDITION

**+846,000**

EXHIBITOR PROFILE  
PAGE VIEWS

# TEO The Eating Out Hub

The Eating Out Hub is the business community that brings together the Italian Exhibition Group events in the foodservice sector and acts as a catalyst for the birth of relationships, content and innovation.

APRIL  
24-26

**2024**

SHENZHEN

JUNE  
26-28

**2024**

SINGAPORE

JANUARY  
18-22

**2025**

RIMINI

FEBRUARY  
16-18

**2025**

RIMINI

**SIGEP**  
CHINA

艾意吉  
**IEGX** CHINA

koelnmesse

Southern China's International Expo dedicated to the production of Gelato, Bakery & Coffee

**Shenzhen, China**  
Shenzhen Convention & Exhibition Center (Futian)

**SIGEP**  
ASIA

IN CONJUNCTION WITH  
RESTAURANT ASIA 2024  
CO-LOCATED WITH  
SPECIALITY FOOD260

**IEGX** ASIA

International Expo dedicated to the Dolce Foodservice, Catering, Coffee & Bakery

**Singapore**  
Sands Expo & Convention Centre

**SIGEP**

**Rimini, Italy**  
Expo Centre

**BEER & FOOD**  
ATTRACTION

The Eating Out Experience Show

**BB**  
TECH  
EXPO

The Beer & Beverage Technologies Show

**Rimini, Italy**  
Expo Centre

# SEE YOU AT SIGEP

18-22  
JANUARY  
2025

RIMINI  
EXPO  
CENTRE,  
ITALY

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teamsigep@iegexpo.it  
www.sigep.it



ORGANIZED BY

**ITALIAN  
EXHIBITION  
GROUP**  
Providing the future

IN COLLABORATION WITH



**ITCA**<sup>®</sup>  
ITALIAN TRADE AGENCY

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