

GELATO



PASTRY



COFFEE



BAKERY



PIZZA



The B2B platform 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

FACTS & FIGURES

2025
Edition

sigep.it

The World
Expo for
Foodservice
Excellence

ORGANIZED BY

**ITALIAN
EXHIBITION
GROUP**
Providing the future

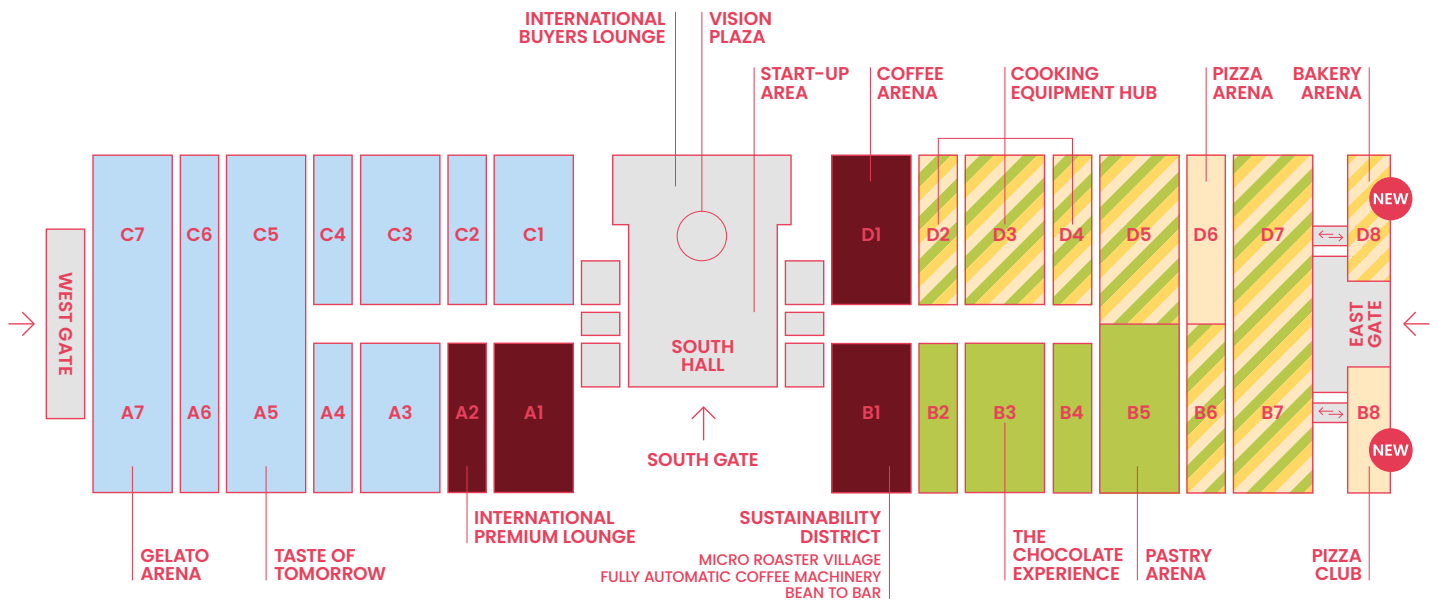
IN COLLABORATION WITH



ITCA
ITALIAN TRADE AGENCY

madeinitaly.gov.it

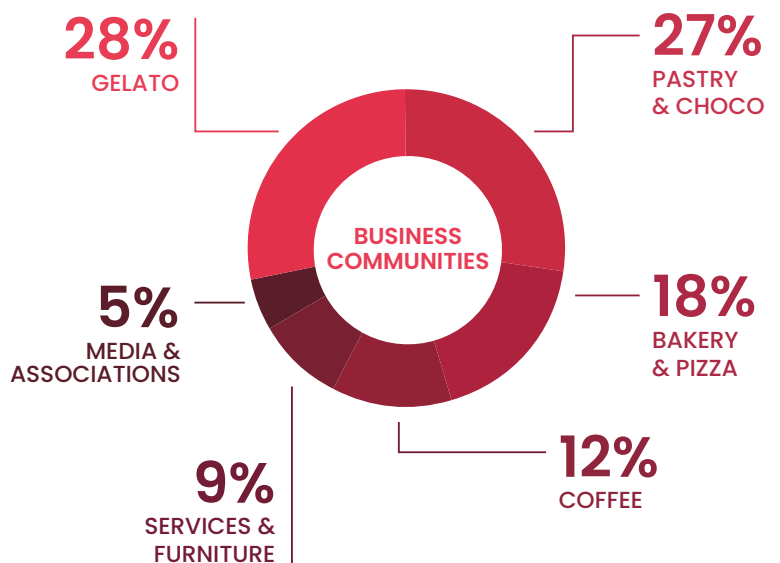
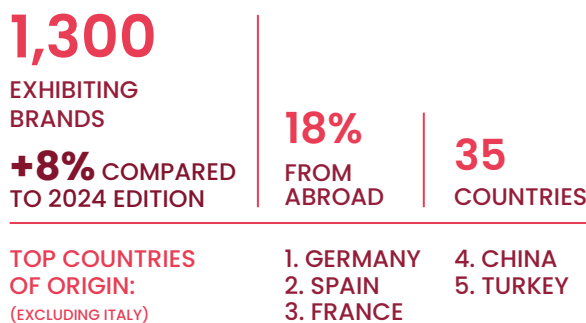
THE LAYOUT



EXHIBITORS

Data from the 2025 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.



ACTIVITY SECTORS



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

23%

ABROAD

+26% COMPARED
TO 2024 EDITION



160

COUNTRIES

74%

EUROPE
(EXCLUDING ITALY)

TOP COUNTRIES:

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



9%

AMERICAS

TOP COUNTRIES:

1. USA
2. BRAZIL
3. CANADA
4. MEXICO
5. ARGENTINA

4%

AFRICA

TOP COUNTRIES:

1. MOROCCO
2. TUNISIA
3. EGYPT
4. LYBIA
5. ALGERIA

13%

**ASIA AND
OCEANIA**

TOP COUNTRIES:

1. CHINA
2. IRAQ
3. INDIA
4. SOUTH KOREA
5. JAPAN

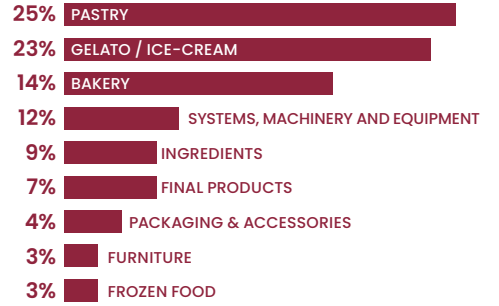
32%

PUBLIC ESTABLISHMENTS / CHAINS



31%

PRODUCERS/LABORATORIES



4%

MEDIA, ASSOCIATIONS & INSTITUTIONS, PROFESSIONAL INSTITUTES

24%

DISTRIBUTION

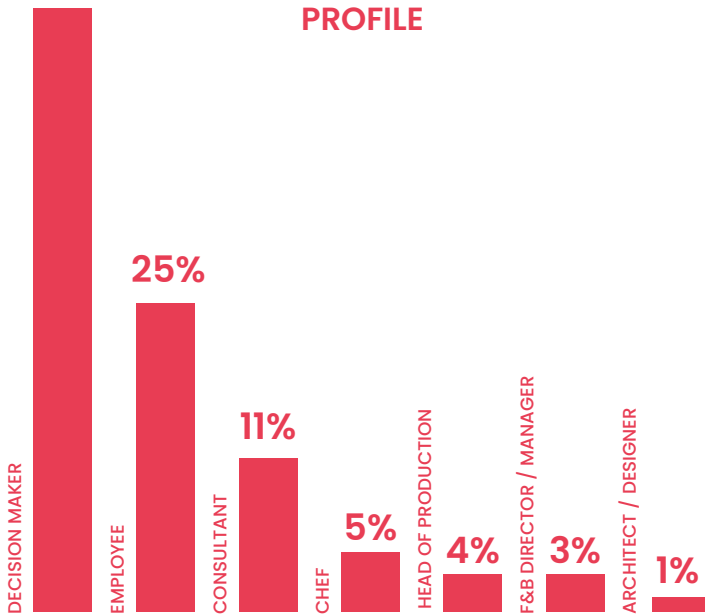


9%

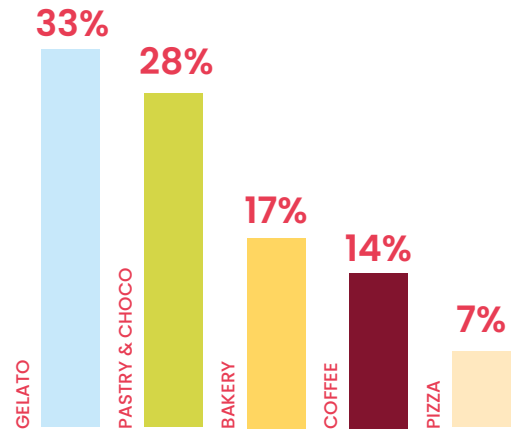
SERVICES

51%

VISITOR PROFILE



EXHIBITION SECTORS OF INTEREST



PREMIUM VISITORS

Data from the 2025 edition

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



+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

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 WORLD a unique opportunity to meet selected buyers from all over the world.



545
BUYERS

+28%
COMPARED TO
2024 EDITION



79
COUNTRIES

15
DELEGATIONS FROM
ALL OVER THE WORLD

TOP 5 COUNTRIES

1. USA
2. INDIA
3. CANADA
4. UNITED KINGDOM
5. SPAIN



5,500
BUSINESS MEETINGS

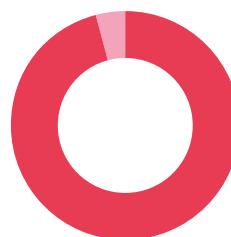
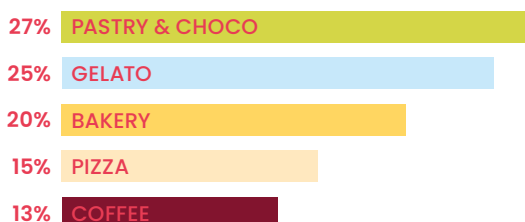
PROFILE



ORIGIN

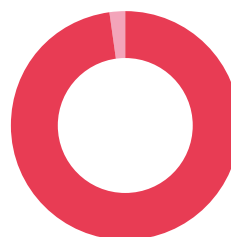


EXHIBITION SECTORS OF INTEREST



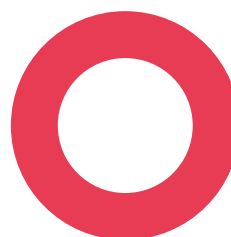
96%

CONSIDER THEMSELVES
FULLY SATISFIED WITH
THE EXHIBITION OFFER



98%

DECLARE THAT HAVE
ACHIEVED THEIR
OBJECTIVE



100%

RECOMMEND TO VISIT
SIGEP WORLD

EVENTS

Data from the
2025 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.

+600

EVENTS

8

ARENAS

9

COMPETITIONS

250

SPEAKERS

5

INTERNATIONAL COMPETITIONS

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

SIGEP VISION

SEE
WHAT'S
COMING,
FIRST

An exclusive global observatory for the foodservice industry, developed in cooperation with leading research institutes and created to provide the community with insights and information on trends and scenarios.

VISION PLAZA

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

START-UP AREA

An exhibition area entirely reserved for innovative Start-Up and young companies.

LORENZO CAGNONI AWARD

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

The categories:

1. BEST ORGANIC / FREE FROM PRODUCT
2. DIGITAL INNOVATION AND AI
3. EQUIPMENT, TECHNOLOGY & KITCHEN MATERIALS
4. FROZEN & READY-MADE PRODUCTS
5. INGREDIENTS & SEMI-FINISHED GOODS
6. PACKAGING SOLUTIONS & MACHINERY
7. SUSTAINABILITY

20

TALKS

22

START-UPS

IN COLLABORATION WITH



ASSOCIAZIONE
NAZIONALE
GIOVANI
INNOVATORI

ITA[®]
ITALIAN TRADE AGENCY

SUSTAINABILITY DISTRICT

The new special area dedicated to the latest innovation in sustainable practices.

26

TALKS

COMMUNITY

Data from the
2025 edition

+181K

SOCIAL COMMUNITY

+289K

NEWSLETTER DATABASE

737

JOURNALISTS

APP

+292K

EXHIBITOR
CATALOGUE VIEWS

2 MILLION

TOTAL IMPRESSION
ON SOCIAL MEDIA

488 MILLION

GROSS TOTAL
MEDIA CONTACTS

56

PARTNER
ASSOCIATIONS

+567K

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

2025

SHENZHEN

JULY
16-18

2025

SINGAPORE

JANUARY
16-20

2026

RIMINI

FEBRUARY
15-17

2026

RIMINI

SIGEP
CHINA

艾意吉
IEGX CHINA

koelnmesse

Excellence
in Foodservice

SHENZHEN, CHINA
Shenzhen Convention
& Exhibition Center (Futian)

SIGEP
ASIA

IN CONJUNCTION
WITH **RESTAURANT
ASIA 2025**
International Restaurant &
Foodservice Exhibition

CO-LOCATED WITH
SPECIALITY
FOOD2GO

IEGX ASIA

Excellence
in Foodservice

SINGAPORE
Sands Expo &
Convention Centre

SIGEP
WORLD

The World Expo for
Foodservice Excellence

NEW

OPENING DAYS
Friday - Tuesday

RIMINI, ITALY
Expo Centre

**BEE R &
FOOD**
ATTRACTION

The Eating Out
Experience Show

YYY
MIXOLOGY
ATTRACTION

The Fine Drinking
Experience Show

RIMINI, ITALY
Expo Centre

SEE YOU AT

SIGEP
WORLD

The World
Expo for
Foodservice
Excellence

16 – 20
January 2026

*Rimini
Expo Centre,
Italy*

teamsigep@iegexpo.it
sigep.it



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