

20-24
JANUARY
2024
RIMINI EXPO
CENTRE

SIGEP

THE DOLCE WORLD EXPO

45TH International Trade
Show of Artisan Gelato,
Pastry, Bakery and the
Coffee World

2024 PREVIEW

sigep.it



ORGANIZED BY

**ITALIAN
EXHIBITION
GROUP**
Providing the future

IN COLLABORATION WITH



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FACTS&FIGURES 2023

SCAN THE QR CODE
AND WATCH THE VIDEO:



**SIGEP & AB TECH EXPO 2023:
AN UNFORGETTABLE EDITION
AMONG BUSINESS, EMOTIONS,
SHOWS AND INNOVATION.**

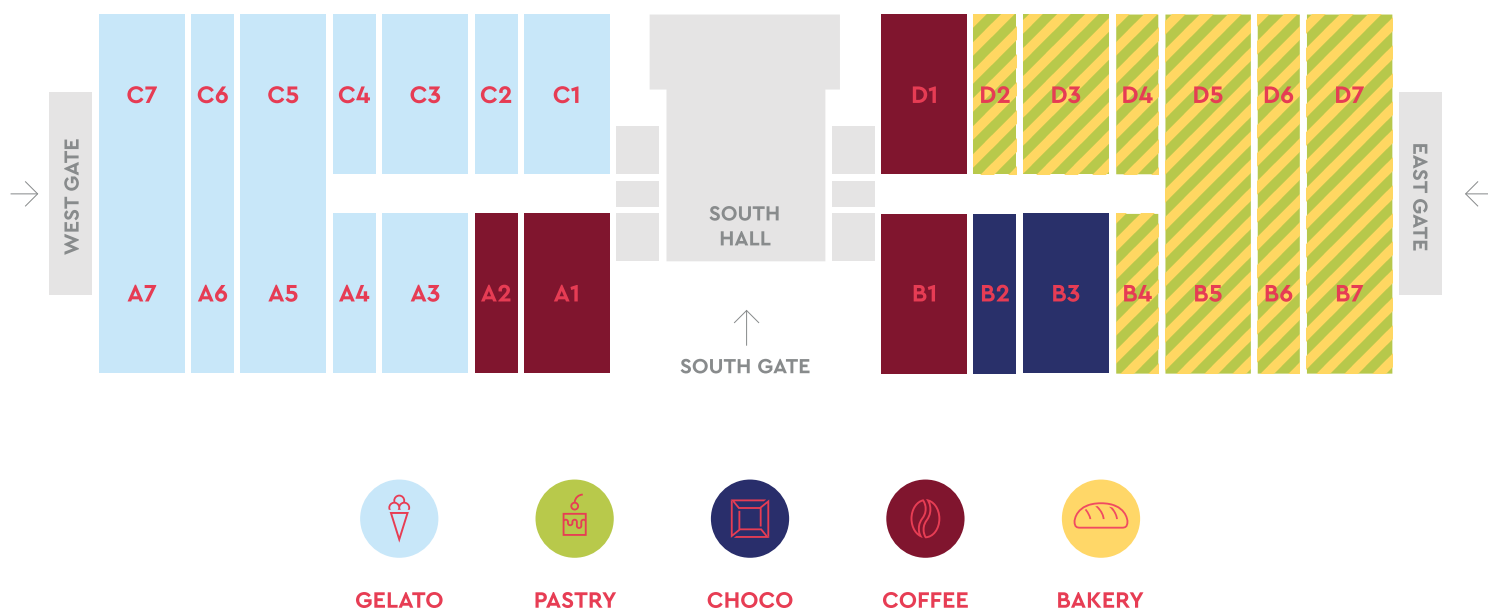
The 44TH edition of **SIGEP**, together with **AB Tech Expo**, produced five days dedicated to **concreteness** and to the encounter of knowledge and **advanced training**, days full of **business and networking**, within a **solid and innovative panorama of offers**, ready to support further development.

Thousands of companies and professional operators contributed to give an **inexhaustible energy** to the 2023 edition. This strong energy could be felt among the stands, through the lanes of the different pavilions and even on the stages, where **talks, demos as well as national and international contests** took place.

The new proposals, the volume of business generated and the high level of all the events helped increase the success of the exhibition and consolidate it as **the world's point of reference for the entire Dolce foodservice industry.**



LAYOUT 2024



EXHIBITORS

Data from the 2023 edition

1,000
EXHIBITORS

16%
FROM
ABROAD

30
COUNTRIES

TOP COUNTRIES
OF ORIGIN:

1. GERMANY
2. SPAIN
3. TURKEY
4. FRANCE
5. POLAND

130K

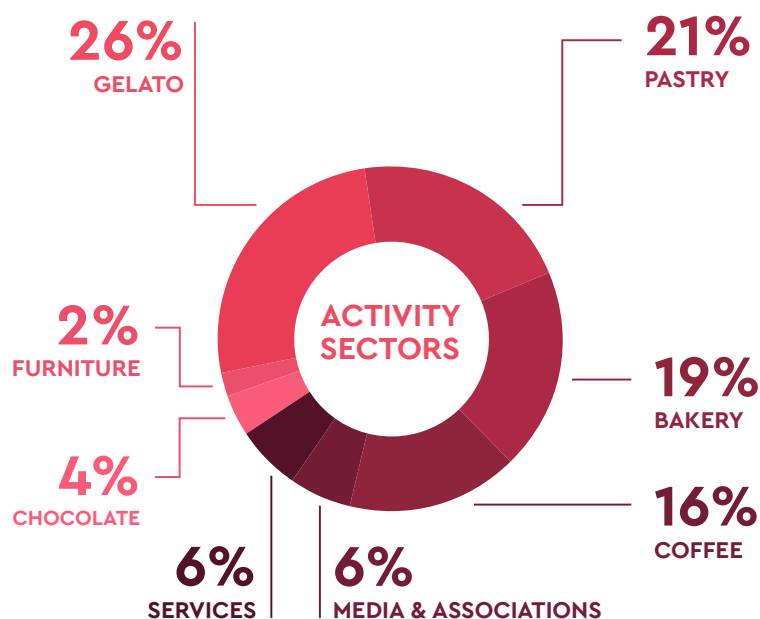
5

SECTORS

SQM OF EXHIBITION AREA

28

PAVILIONS



VISITORS

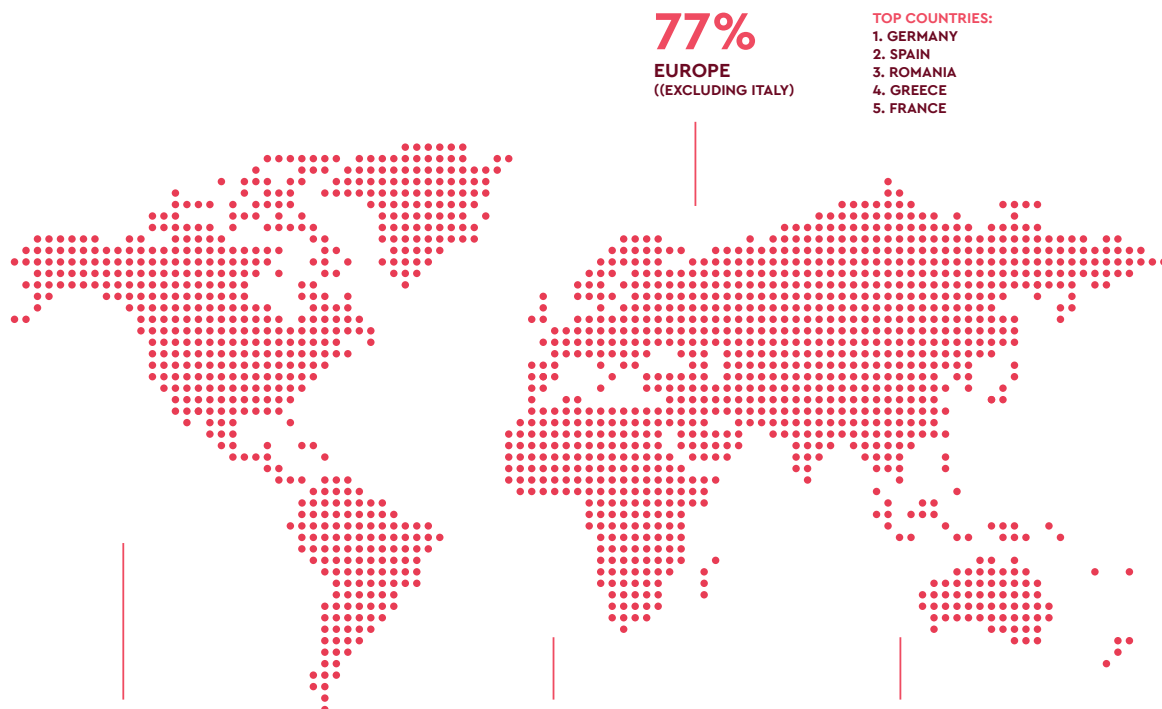
Data from the
2023 edition



178,527
TOTAL ATTENDANCE



155 COUNTRIES | **21%** ABROAD



TOP COUNTRIES:
1. GERMANY
2. SPAIN
3. ROMANIA
4. GREECE
5. FRANCE

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

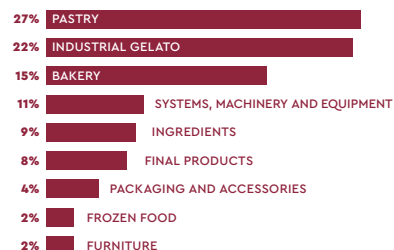
TOP COUNTRIES:
1. MOROCCO
2. LEBANON
3. EGYPT
4. ALGERIA
5. LYBIA

TOP COUNTRIES:
1. ISRAEL
2. SAUDI ARABIA
3. SOUTH KOREA
4. INDIA
5. IRAQ

35%
OUT OF HOME SHOPS / CHAINS



30%
PRODUCERS/LABORATORIES



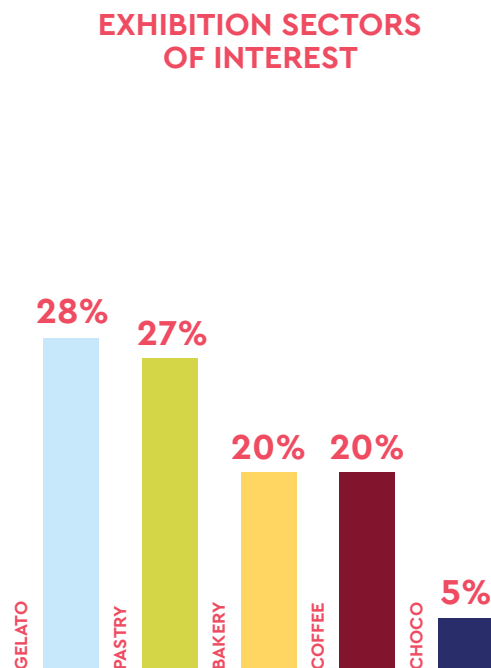
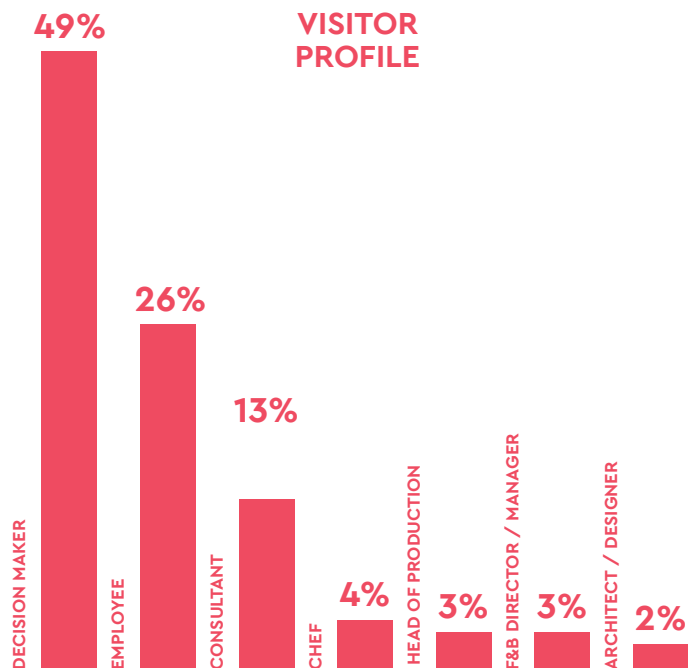
3%
SPECIALIZED MEDIA,
ASSOCIATIONS & INSTITUTIONS,
PROFESSIONAL INSTITUTES



24%
DISTRIBUTION



8%
SERVICES



HOSTED BUYERS

Data from the 2023 edition

450
BUYERS

78
COUNTRIES

+4,000
BUSINESS MEETINGS

COUNTRY OF ORIGIN

32% EUROPE
24% ASIA AND OCEANIA
15% AFRICA
11% NORTH AMERICA
10% CENTRAL AND SOUTH AMERICA
8% MIDDLE EAST

SECTORS OF INTEREST

25% GELATO
25% PASTRY
22% BAKERY
15% COFFEE
13% CHOCOLATE

95%

BUYERS WHO ARE COMPLETELY SATISFIED WITH THE EXHIBITION OFFER

98%

BUYERS WHO CLAIM TO HAVE MET THEIR OBJECTIVE

Gerhard Schenk

PRÄSIDENT BEI DEUTSCHER
KONDITIONERENBUND
— GERMANY

"I was at SIGEP for the first time and I was overwhelmed by the range of products and the large number of exhibitors. The quality and variety of the competitions were also overwhelming. For me, SIGEP will be a permanent fixture in my annual schedule."

William Eudy

CORPORATE EXECUTIVE
CHEF INTERNATIONAL,
FOCUS BRANDS
INTERNATIONAL
— USA

"This is the most impressive food show I've ever been to. If anyone is looking for anything to have anything to do with coffees and chocolates and pastries or equipment to do such, this is probably the best show to go to. It's very, very impressive."

TOP EVENTS

Data from the
2023 edition

1,160

EVENTS

14

COMPETITIONS

4

INTERNATIONAL COMPETITIONS

- GELATO EUROPE CUP
- JUNIORES PASTRY WORLD CUP
- THE PASTRY QUEEN WORLD CUP
- BREAD IN THE CITY, INTERNATIONAL BAKING COMPETITION

8

ARENAS

200

SPEAKERS



International competitions, masterclass, talks, showcooking and much more: the 2023 edition of Sigep and AB Tech Expo was **full of events, spectacularity and content**. A program enriched by more than **100 talks** and **200 speakers**, with **30 participating countries**. Over 1,000 events organized by the exhibitors. All the greatest Maestros of **Made in Italy** were at the exhibition.

The Dolce Arena was the biggest news of 2023, a space that hosted gelato and pastry **international competitions: the Gelato Europe Cup and the Juniores and The Pastry Queen Pastry World Cups**. In the Bakery Arena, instead, the **"Bread in the City"** international baking competition took place.



VISION PLAZA

A space where renowned industry experts and opinion leaders presented their visions on the future of the Dolce business.

FOCUS:

- INNOVATION & TRENDS
- MARKET FOCUS
- DIGITAL
- SUSTAINABILITY



COMMUNITY

Data from the
2023 edition

139,000

SOCIAL COMMUNITY

261,000

NEWSLETTER DATABASE

280,000

VIEWS OF EXHIBITORS PROFILES
ON THE TEO - THE EATING OUT
HUB PLATFORM

AUDIENCE

655

JOURNALISTS
(OF WHICH 70 INTERNATIONAL)

522,065

SESSIONS ON SIGEP.IT

1.830.000

TOTAL IMPRESSIONS
ON SOCIAL MEDIA

SIGEP GREEN CORE

IEG is certified
ISO 14001 Environment,
ISO 45001 Health and
Safety in the Workplace

1,500

PLANTS

30,000

SQM OF GREEN SPACE, FREE ELECTRIC CAR
AND MOTORCYCLE CHARGING STATIONS

114,000

SQM OF PHOTOVOLTAICS,
MODULAR CONDENSING BOILERS

1 ice bank

FOR AIR CONDITIONG, RECIRCULATING
WATER FOUNTAINS

30,000

MEALS SAVED THANKS TO
THE "FOOD FOR GOOD" PROJECT

Every year we save:

23,000,000

LITERS OF WATER

400,000

KWH OF ENERGY

680

TONS OF CO2 EMISSIONS

SIGEP SOLIDALE

4,000+

TUBS OF GELATO
COLLECTED

5,000

KILOS OF FOOD
PRODUCTS COLLECTED

18,500

€ COLLECTED

72

STUDENTS TOGETHER WITH
GROUPS OF VOLUNTEERS

190

FAMILIES HELPED BY
THE SOLIDARITY COUNTER

Donated food was
distributed to:

- Mensa dei poveri
- Caritas Rimini
- Papa Giovanni XXIII



SIGEP
THE DOLCE WORLD EXPO
SOLIDALE

20-24
JANUARY
2024
RIMINI EXPO
CENTRE

SEE YOU AT
SIGEP
THE DOLCE WORLD EXPO

sigep.it

TEO The
Eating
Out Hub

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

JANUARY 20-24 2024 RIMINI	FEBRUARY 18-20 2024 RIMINI	APRIL 24-26 2024 SHENZHEN	JUNE 26-28 2024 SINGAPORE	NOVEMBER 2024 VICENZA
 International Trade Show of Artisan Gelato, Pastry, Bakery and the Coffee World Rimini, Italy Expo Centre	 The Eating Out Experience Show  The Beer & Beverage Technologies Show Rimini, Italy Expo Centre	 文華宮 IEG CHINA  Southern China's International Expo dedicated to the production of Gelato, Bakery & Coffee Shenzhen, China Shenzhen Convention & Exhibition Center (Futian)	  International Expo dedicated to the Dolce Foodservice, Catering, Coffee & Bakery Singapore Sands Expo & Convention Centre	 The go-to HORECA B2B event in the Triveneto region Vicenza, Italy Expo Centre

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