SIGEP is the leading world-class B2B expo in Artisan Gelato, Pastry, Chocolate, Bakery and Coffee.

Buyers, producers and distributors of materials and equipment for the gelato, pastry, chocolate, bakery and coffee sector see SIGEP as the most exciting and engaging business event of the year.

SIGEP reveals future trends and formats, provides extensive updates and presents the latest innovations and tools. This makes it a great way to stay competitively cutting-edge and maximize the potential of your business.

Professionals in Artisan Gelato, Pastry, Chocolate, Bakery and Coffee are always in the spotlight at SIGEP, an incredible showcase of Italian and worldwide excellence. SIGEP provides an unrivalled business opportunity complemented by unique international competitions, seminars on the latest trends, training sessions and creative workshops.

VISION PLAZA: CONNECTING THE FUTURE

VISION PLAZA, a physical and virtual space, providing a platform for key sector experts and opinion leaders to present their vision for the future of the confectionery industry. A packed schedule of meetings will summarise the biggest trends in the confectionery segments of the Out of Home sector.

Vision Plaza will play host to talk shows, workshops and training events which will set out the future prospects of the market. It promises to be a unique chance to learn about trends, new formats and industry success stories.

VISION PLAZA NUMBERS

53 SPEAKERS  24 TALKS  19 PARTNERS
5 INTERCONNECTED BUSINESS COMMUNITIES

A 129,000-sqm showcase of the best and latest in the global market for Artisan Gelato, Pastry, Chocolate, Bakery and Coffee. Five thematic routes, one for each business sector, interconnecting and integrating in a single, unified vision of excellence.

SIGEP represents and rewards world-class excellence. It introduces new formats, enhances global networking and supports businesses and professionals as they grow and expand.

5 SUPPLY CHAINS
129,000 SQ.M. OF EXHIBITING AREA
28 HALLS
SIGEP is the only trade show in the world featuring the entire supply chain of Artisan Gelato.

SIGEP is the global business platform where professionals and operators come together to enjoy a unique and inspiring sensory experience featuring the leading international brands in the sweet food business.

It is an unmissable opportunity for the presentation of new products, services and technological innovations.

SIGEP is the undisputed leader in launching new trends, shop formats, events and competitions underscored by global excellence.

The expo is the preferred meeting place for all actors in the supply chain: tradespersons, distributors, manufacturers, associations and the media.

The world’s top event for the entire supply chain of the Artisan Pastry business

The traditional pastry section brings together all the leading names in ingredients, technologies, furnishings, packaging and services. Here you will find the highest concentration of industry players in the world.

Sigep represents a not-to-be-missed appointment for anyone wishing to understand the importance of the professional pastry sector. It is a unique experience where operators can really experiment and understand the artisan confectionery market.

SIGEP presents a program of events celebrating absolute excellence in confectionery. The PASTRY ARENA and the stands of partner companies host a series of events presenting excellence and professionalism in the art of confectionery.
The only world-class industry expo showcasing excellence throughout the Artisan Chocolate supply chain.

The section dedicated to chocolate brings together the best Italian and foreign manufacturers of chocolate and chocolate production machinery, equipment and accessories, together with events, competitions and demos dedicated to the precious “food of the gods”.

In a single trade-fair, operators can meet the most prestigious companies of the entire chocolate supply chain and enjoy the great traditions of Artisan Gelato, Pastry, Bakery and Coffee.

Chocolate is always in the spotlight at SIGEP! Top gelato and pastry competitions feature numerous challenges involving master chocolatiers.

The entire Artisan Bakery supply chain is waiting for you at SIGEP!

SIGEP brings together world-class ingredients and semi-finished products and presents the latest, most innovative technologies and trends in Italian-style retail formats.

The increasingly opulent and comprehensive event hosts prestigious Italian and international brands and presents a uniquely global and varied range of artisan and industrial technology.

The entire supply chain for bakery, confectionery and pizza is on show with ingredients, semi-finished products and a complete range of technologies, from machinery to systems and equipment, besides services and furnishings – a truly exclusive assortment that defines new trends and focuses on innovation.

Discover the latest trends in the baking industry plus innovative technologies, production and consumer news, new retail formats and marketing concepts.
The entire coffee supply chain to be showcased in one unmissable event.

This section portrays the entire coffee supply chain through a major exhibition and a series of international initiatives and competitions.

SIGEP includes a multi-faceted exposition covering the entire coffee supply chain, from plantations around the world to a wide range of processing techniques and on to tasting.

All the products and technologies revolving around the world of espresso are present too. SIGEP is an extraordinary showcase for prestige Italian brands and presents a complete range of products for bars, cafés and pastry/gelato/coffee/bakery parlors, with a clear focus on the connections between different product groups.

SIGEP is also the perfect setting for the finals of the various WCE (World Coffee Events) competitions promoted by the International Specialty Coffee Association.
VISITORS

GEOGRAPHICAL ORIGIN

172,118 VISITS
32,989 OF WHICH INTERNATIONAL

MOST REPRESENTED COUNTRIES

<table>
<thead>
<tr>
<th>GEOGRAPHICAL ORIGIN</th>
<th>COUNTRIES</th>
<th>ASIA</th>
<th>OCEANIA</th>
<th>AMERICAS</th>
<th>AFRICA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Europe</td>
<td>77%</td>
<td></td>
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</tr>
<tr>
<td>Americas</td>
<td>12%</td>
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<tr>
<td>Africa</td>
<td>5%</td>
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<tr>
<td>Asia</td>
<td>6%</td>
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<tr>
<td>Oceania</td>
<td>9%</td>
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MOST REPRESENTED COUNTRIES

<table>
<thead>
<tr>
<th>EUROPE</th>
<th>ASIA</th>
<th>OCEANIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spain</td>
<td></td>
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<tr>
<td>Germany</td>
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<tr>
<td>France</td>
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<td>Greece</td>
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<td>Poland</td>
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<tr>
<td>UK</td>
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<tr>
<td>Italy</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>AMERICAS</th>
<th>AFRICA</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>Morocco</td>
</tr>
<tr>
<td>Brazil</td>
<td>Tunisia</td>
</tr>
<tr>
<td>Canada</td>
<td>Egypt</td>
</tr>
<tr>
<td>Mexico</td>
<td>Algeria</td>
</tr>
<tr>
<td>Peru</td>
<td>Libya</td>
</tr>
</tbody>
</table>

182 COUNTRIES

172,118 VISITS
32,989 OF WHICH INTERNATIONAL

PURCHASING ROLES

54% DECISION-MAKERS
37% INFLUENCERS
9% OTHER

EXHIBITION SECTORS OF INTEREST

<table>
<thead>
<tr>
<th>SIGEP &amp; A.B.TECH EXPO 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>35% GELATO</td>
</tr>
<tr>
<td>27% PASTRY</td>
</tr>
<tr>
<td>17% BAKERY</td>
</tr>
<tr>
<td>16% COFFEE</td>
</tr>
<tr>
<td>5% CHOCOLATE</td>
</tr>
</tbody>
</table>

PROVENIENZA GEOGRAFICA - MONDO

ITALY
- Spain
- Germany
- France
- Greece
- Poland
- UK

AMERICAS
- USA
- Brazil
- Canada
- Mexico
- Peru
- Argentina

AFRICA
- Morocco
- Tunisia
- Egypt
- Algeria
- Libya

ASIA
- China
- Lebanon
- Korea
- Japan

OCEANIA
- Israel
- Turkey
- Lebanon
- Korea
- Japan

OTHER
- Spain
- Germany
- France
- Greece
- Poland
- UK

AFRICA
- Morocco
- Tunisia
- Egypt
- Algeria
- Libya

ASIA
- China
- Lebanon
- Korea
- Japan

OCEANIA
- Israel
- Turkey
- Lebanon
- Korea
- Japan

6% AMERICA
5% AFRICA
12% ASIA and OCEANIA
37% NORTH EAST
25% SOUTH
21% CENTER
17% NORTH WEST

SIGEP & A.B.TECH EXPO 2020

ITALIAN EXHIBITION GROUP
Organizing the future
**DIGITAL PLATFORM**

**WEB**

- **694,502**
  - UNIQUE WEBSITE USERS

**COMMUNITY**

- **269,608**
  - CONTACTS THAT RECEIVE THE NEWSLETTERS

**SOCIAL**

- **122,485**
  - FANS & FOLLOWERS

  - **1,456**
    - LINKEDIN
  - **79,130**
    - FACEBOOK
  - **7,099**
    - TWITTER
  - **34,800**
    - INSTAGRAM

**VIDEO**

- **55,944**
  - VIDEO VISUALIZATIONS
- **563,7**
  - HOURS VIDEO

**PERIOD CONSIDERED 1 FEBRUARY 2019 TO 1 FEBRUARY 2020**
SIGEP COMMUNITY

Stefania Dallagiovanna
Head of Procurement and Production
Molino Dallagiovanna

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Gianfranco Tonti
President IFI

“A stage where we present for the first time the results of our innovation and design works, which will be our daily challenge in the future.”

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Achille Sassoli
Market Development Director CARPIGIANI

“SIGEP is the melting-pot of the gelato sector. It is the future of what will happen soon.”

Ernst Knam
Pastry Chef

“For me, Sigep is the most important European exhibition for pastry so you can’t miss it.”

Igor Maieiliano
Head of Business Unit ITALY VALRHONA

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Jochen Pinsker
Senior Vice President Foodservice Europe THE NPD GROUP INC

“SIGEP is the place to be because there is a lot of knowledge, a lot of products, and if you are a restaurant operator and if you are interested in this industry there is only one place where you can really go to get all that information.”

Kittiporn Nantanon
Managing Director ICE AGE CO LTD

“Actually, so many things impressed me. It’s my first time here and I’ve seen so many things like gelato ingredients and machinery and that’s like my world. It’s what I’ve been looking for, for a long time.”

Jennifer Knight
Founder JENNIFER KNIGHT CONSULTING (USA)

“A combination of both innovation & style and the human experience that I’ve had meeting people, because they’re great, they’re smart, knowledgeable and friendly and so easy.”

Etai Sobel
Chef & Purchasing Manager R2M Corporation (ISRAEL)

“First of all, hospitality by the organization and everything is very professional and I take it very seriously. It’s not another exhibition where people come and show. It’s important to me. It’s what’s new, it’s what’s going on, how we can make things better and where we are lacking.”

Pierre Hermé
Pastry Chef & Pastry World Cup President

“I love coming here to SIGEP. It’s an amazing show attended by all the brands, it’s dynamic with a deeply Italian mood and an incredible energy.”

Josep Feixa
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“93% ARE SATISFIED OF THE EVENT”

“89% WILL CONTACT THE EXHIBITORS TO RELAUNCH COMMERCIAL NEGOTIATIONS”

“80% SIGNED CONTRACTS DURING THE EVENT”

SURVEY INTERNATIONAL TOP BUYERS

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### 3 GOOD REASONS TO ATTEND

1. **It is an extraordinary occasion** where new business models of the global sweet foodservice are redesigned, grounded in the values of sustainability, sharing and interconnection between out of home communities.

2. **It is the unmissable event** for the artisan confectionery industry, a showcase preview of trends, premise formats, the latest product developments, technological innovations, events and competitions, inspired both by Made in Italy and global excellence.

3. **It is a one-of-a-kind exhibition event** where you can meet representatives of world leading gelato and artisan confectionery companies.

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## TOP EVENTS 2020

<table>
<thead>
<tr>
<th><strong>1,107 EVENTS</strong></th>
<th><strong>GELATO</strong></th>
<th><strong>PASTRY</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>18 COMPETITIONS</strong></td>
<td>Gelato World Cup</td>
<td>Italian Senior &amp; Junior Pastry Championships, The Star of Sugar, Pastry Talks</td>
</tr>
<tr>
<td><strong>3 OF WHICH INTERNATIONAL</strong></td>
<td>11 ARTISAN GELATO MAKERS</td>
<td>16 TEAMS</td>
</tr>
<tr>
<td><strong>1,800 PROFESSIONALS COMPETITORS and COMPETITION JUDGES</strong></td>
<td>11 CHEFS</td>
<td>46 INTERNATIONAL JUDGES</td>
</tr>
<tr>
<td><strong>5 ARENAS</strong></td>
<td>11 PASTRY CHEFS</td>
<td>8 CHALLENGES</td>
</tr>
<tr>
<td><strong>75 SPEAKERS</strong></td>
<td>11 ICE SCULPTORS</td>
<td>8 CHALLENGES</td>
</tr>
<tr>
<td><strong>5 GOOD REASONS TO ATTEND</strong></td>
<td><strong>BAKERY</strong></td>
<td><strong>COFFEE</strong></td>
</tr>
<tr>
<td><strong>Gelato Festival</strong></td>
<td><strong>Bread in The City</strong></td>
<td><strong>Italian Barista and Coffee Championship</strong></td>
</tr>
<tr>
<td><strong>12 STAGES:</strong> <strong>7 EUROPE</strong></td>
<td><strong>8 TEAMS</strong></td>
<td><strong>7 COMPETITIONS</strong></td>
</tr>
<tr>
<td><strong>5 UNITED STATES</strong></td>
<td><strong>16 CONTESTANTS</strong></td>
<td><strong>53 CONTESTANTS</strong></td>
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<tr>
<td></td>
<td><strong>6 JUDGES</strong></td>
<td><strong>17 INTERNATIONAL JUDGES</strong></td>
</tr>
<tr>
<td></td>
<td><strong>3 CHALLENGE</strong></td>
<td><strong>3 CHALLENGE</strong></td>
</tr>
</tbody>
</table>
ITALIAN EXHIBITION GROUP SpA Via Emilia, 155 - 47921 Rimini, Italy

CONTACTS
VISITORS: infovisitatori@iegexpo.it
EXHIBITORS: teamsigep@iegexpo.it

sigep.it

ORGANIZED BY
ITALIAN EXHIBITION GROUP
Providing the future

OUR PARTNERS

GELATO

PAstry

COFFEE

BAKERY

PROSTAND
EXHIBITION SOLUTIONS
RIMINI
gabriella.degirolamo@prostand.com
www.prostand.com

SUMMERTRADE
CATERING AND RECEPTION
FACILITIES
info@summertrade.com
www.summertrade.com

IN COLLABORATION WITH
Ministry of Foreign Affairs and International Cooperation