



Shenzhen World  
Exhibition & Convention Center  
Shenzhen, China





## What is "SIGEP"

**Sigep "The dolce World Expo" is the Italian world's leading trade show dedicated to the dessert-and-coffee foodservice industry.**

For more than 40 years, it has been the point of reference for innovations in the whole sector, and provides a complete overview of all new market developments: raw materials and ingredients, machinery and equipment, as well as furnishings, packaging and services.

**Sigep is held every January at the Rimini Expo Centre/Italy.**

**1,250**  
exhibitors

**129,000**  
sqm  
**28**  
halls

\* 2020 edition

**172,000**  
total visits  
**33,000**  
international visits  
from **185** countries

## What to expect in Southern China

**The GDP of Greater Bay Area in 2021**



**1.92** billion USD



**11%** of country



**1<sup>st</sup>** in nation

Shenzhen is part of Greater Bay Area (GBA) which comprises 9 municipalities of the Guangdong province as well as the neighboring Hong Kong and Macao. Shenzhen is the largest economy in the region and it is considered as country's capital of innovation, high-tech and creativity.

GBA area is China's heart of a network of supply chains that link Guangdong to the rest of the world and is able to draw on a strong manufacturing base. This, combined with the strengths of Hong Kong's financial and professional services sectors and Shenzhen's high-tech manufacturing and innovation skills, is expected to turn GBA into an international first-class bay area for living, working and traveling.



## Why SIGEP China

1

A highly international platform in the heart of the Greater Bay Area - one of **the largest and fastest growing markets in China** with a strategic economic importance for the entire country's economy.

2

In parallel with ANUFOOD China, the leading food trade fair in Southern China powered by the world-renowned Anuga with **40,000 sqm - 800 exhibitors - 30,000 visitors**.

3

**One stop sourcing platform** of raw materials, ingredients, machinery & equipment, furnishings, packaging and all the supply chain.

4

Benefit from the expertise and resources of SIGEP, **the world leading trade fair in the artisan dessert foodservice industry**.

5

**Events, tasting and matchmaking activities** with selected buyers operating in the Out-of-home market.

## SIGEP China key figures



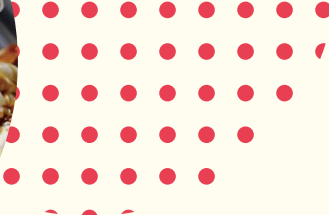
**100+**  
exhibitors



**4,000+**  
sqm



**5,000+**  
visitors



## Exhibitor Profile



### Gelato

Ingredients  
Technology  
Small appliances  
Refrigerated showcases  
Accessories  
Cups and cones



### Pastry

Ingredients  
Technology  
Small appliances  
Frozen finished products  
Packaging and decorations



### Bakery

Ingredients  
Technology  
Small appliances  
Processing  
Packaging



### Chocolate

Ingredients  
Technology  
Small appliances



### Coffee

Ingredients  
Technology

## Visitor Profile



### Out of home shops/Chains

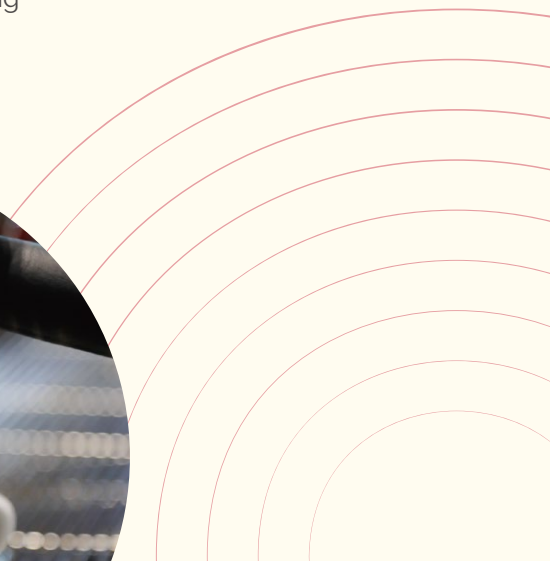
Bars/Cafes  
Hotels  
Restaurants and catering  
Gelato shops  
Pastry shops  
Bakery shops  
Tea houses  
Pizza shops  
Food Specialties

### Distribution

Dealers/Distributors  
Agents  
Wholesalers  
Importers  
Imported supermarkets  
Shopping mall  
Community purchasing  
E-commerce

### Industrial food producers

### Services/ Media/ Associations





## Events

A rich content and know-how sharing platform between industry peers from all over the world

Latest trends & innovations



Gelato & Coffee tasting



Show cooking



**Corrado Peraboni**

CEO of Italian Exhibition Group

We are very pleased about the new strategic partnership with IEG. Our strong connection with Italy is one of the most important assets for our trade fairs in the field of food and food technology worldwide. Together with IEG, we can build on this and ensure further synergies and the opening up of new markets within our worldwide Anuga network.

Sigep is the Italian ambassador of dolce foodservice in the world. We are delighted that one of our leading events has been projected onto a global scale through the partnership with Koelnmesse. The driving effect of a leading food event like Anuga will give our ability to anticipate trends in the foodservice sector even greater impetus.

**Gerald Böse**

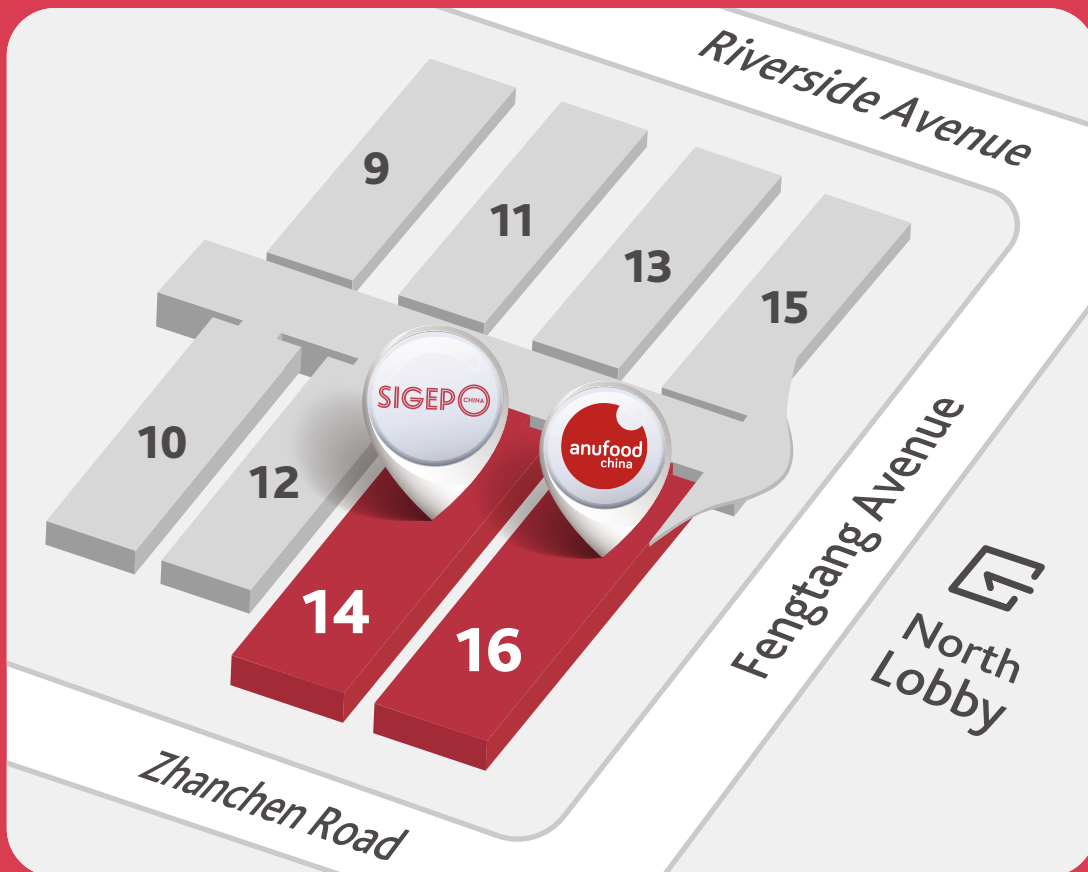
President and Chief Executive Officer of Koelnmesse GmbH



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

10-12 April 2023 | Hall 14, Shenzhen World Exhibition & Convention Center

[www.sigepchina.com](http://www.sigepchina.com)



Type	SQM	Price
Space only at premium zone	18m <sup>2</sup>	EUR 265 / sqm
Standard shell scheme at premium zone	12m <sup>2</sup>	EUR 325 / sqm

## Contact us

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