

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

10-12 May 2023

Hall 6 Shenzhen World Exhibition & Convention Center Shenzhen, China

IN CO-LOCATION WITH



ORGANISED BY



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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

172,000 total visits 33,000

international visits from **185** countries



* 2020 edition

What to expect in Southern China

The GDP of Greater Bay Area in 2021





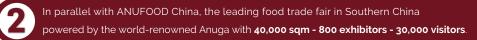


Shenzhen is part of Greater Bay Area (GBA) which comprises 9 municipalities of the Guangdong province as well as the neighboring Hong Kong and Macao. Shenzhen is the largest economy in the region and it is considered as country's capital of innovation, high-tech and creativity.

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.



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.

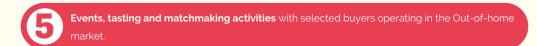




One stop sourcing platform of raw materials, ingredients, machinery & equipment, furnishings, packaging and all the supply chain.



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







Exhibitor Profile

AA



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 Stow cooking platform between industry peers from all over the world

Coffee tasting

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

trends & innovatio

NIC IN

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

Gerald Böse

President and Chief Executive Officer of Koelnmesse GmbH



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Туре	SQM	Price
Space only at premium zone	18m²	EUR 265 / sqm
Standard shell scheme at premium zone	12m ²	EUR 325 / sqm

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