



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

The background features several abstract geometric shapes: a blue circle with diagonal stripes, a large red circle with concentric circles, a red circle with diagonal stripes, a large yellow chevron pointing downwards, and a green circle with a dot pattern. There are also several thin, curved lines in red and yellow.

**10-12
May 2023**

Hall 6

Shenzhen World
Exhibition & Convention Center
Shenzhen, China

IN CO-LOCATION WITH



ORGANISED BY





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.

172,000

total visits

33,000

international visits
from **185** countries

129,000

sqm

28

halls

1,250

exhibitors

* 2020 edition

What to expect in Southern China

The GDP of Greater Bay Area in 2021



1.92 billion USD



11% of country



1st 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

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www.sigepcn.com



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

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