

深圳国际手工冰淇淋、烘焙及咖啡展览会

Shenzhen International Exhibition for Gelato, Bakery and Coffee

同期举办 | 世界食品（深圳）博览会
CO-LOCATED | Anuga Select China

2025.04.24-26 | 深圳会展中心（福田） Shenzhen Convention & Exhibition Center (Futian)



主办单位
ORGANISED BY



we energize your business | since 1924

ABOUT SIGEP CHINA

展会介绍

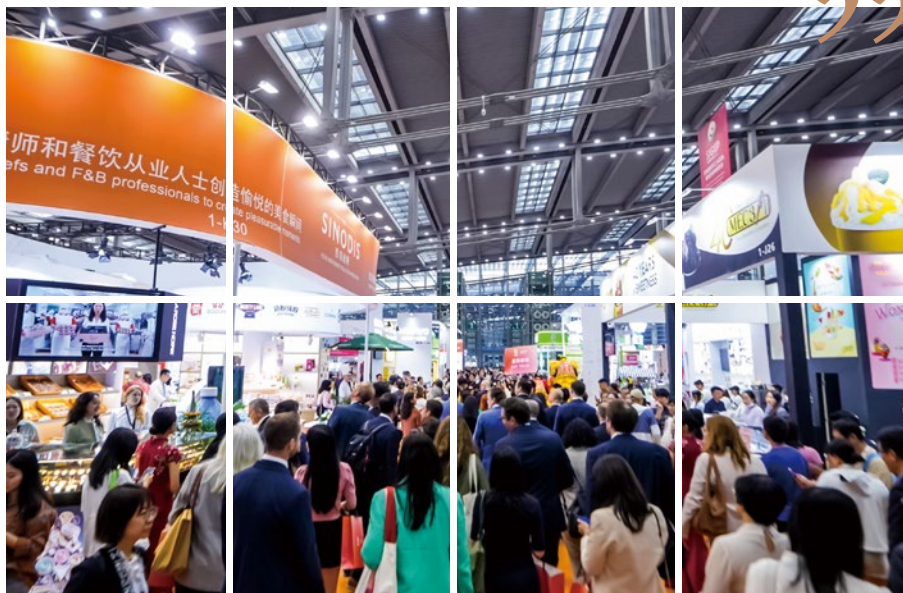
01

About SIGEP China

展会介绍

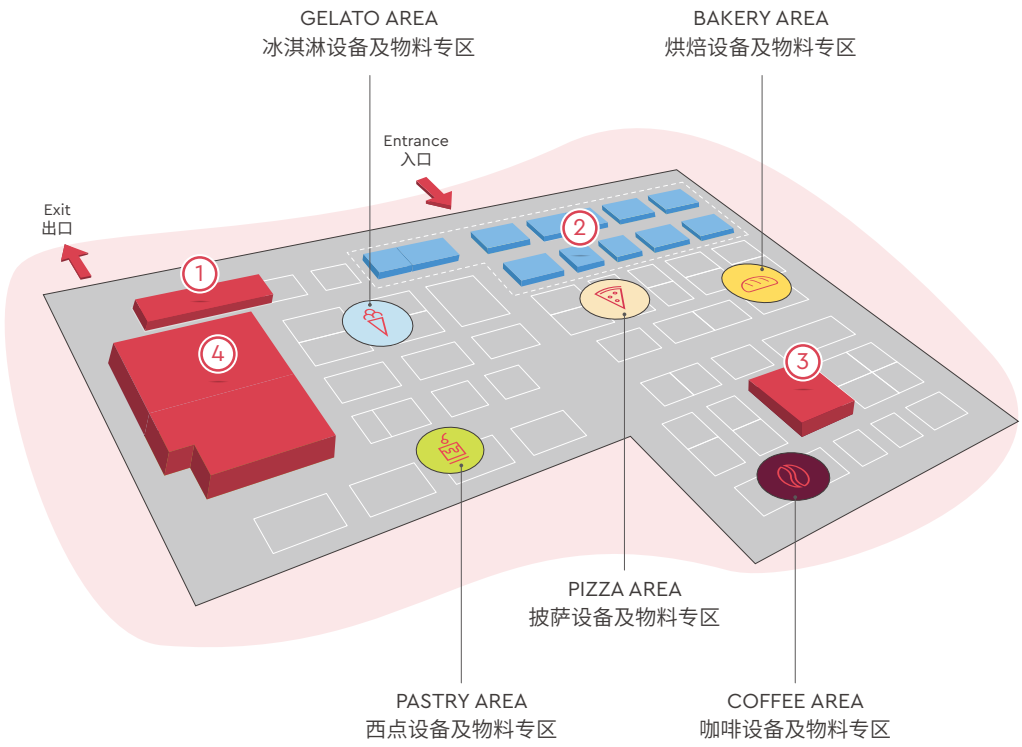
由艾意吉展览(上海)有限公司和科隆展览(北京)有限公司共同主办,承袭意大利SIGEP World,全球领先致力于甜品烘焙和咖啡餐饮业的B2B展会46年甜蜜事业,SIGEP China 2025将于2025年4月24-26日在深圳会展中心(福田)举办。作为首个战略布局中国华南地区的国际手工冰淇淋、烘焙及咖啡展览会,SIGEP China着力意式手工冰淇淋、烘焙、西点、咖啡茶饮、披萨五大板块,将全球知名品牌与其新产品、新技术、新趋势和新形式集中展示,为华南及大湾区市场打造专属的甜点和咖啡盛宴。

Originating from SIGEP World, SIGEP China 2025, co-organised by IEG China and Koelnmesse (Beijing) Co., Ltd., will be held from 24-26 April, 2025 at the Shenzhen Convention and Exhibition Center (Futian). The exhibition focuses on five major categories: gelato, bakery, pastry, coffee and pizza, showcasing global renowned brands and their new products, technologies, trends, and forms, creating an exclusive dessert and coffee feast for the Southern China and Greater Bay Area markets.



Journey into the future

2025 重塑新布局



- ① VIP Lounge
贵宾休息室
- ② International Zone
国际区
- ③ CTI Latte Art Duel & Brewing for Fun
CTI 趣味冲煮赛 & CTI 咖啡拉花大赛
- ④ Gelato World Cup (China Seletion)
冰淇淋世界杯 (中国区选拔赛)
Juniores Psatry World Cup (China Seletion)
青年西点杯 (中国区选拔赛)

 COFFEE AREA 咖啡设备及物料专区	 BAKERY AREA 烘焙设备及物料专区	 PASTRY AREA 西点设备及物料专区
 GELATO AREA 冰淇淋设备及物料专区	 PIZZA AREA 披萨设备及物料专区	

VISITORS

观众综合数据

02

Visitors

观众综合数据

29,390

74 COUNTRIES AND REGIONS
BROUGHT 29,390 VISITORS
名专业观众来自74个国家及地区

1,044

74 COUNTRIES AND REGIONS
BROUGHT 1,044 VISITORS
名海外观众来自74个国家及地区

1,418

PROFESSIONALS
BAKER/PASTRY/GELATO CHEF
名烘焙师、西点师、冰淇淋师

34.2%

PROFESSIONAL VISITORS FROM
BAKERY STORE / CAFÉ /
TEA CHAIN STORE / GELATO SHOP
专业观众来自烘焙门店/咖啡茶饮连锁门店/冰淇淋门店

2024

Top buyer

大买家来源

E-commerce | 电商



Hotel | 酒店



Supermarket | 商超



*In no particular order. 以上排名不分先后

Interested exhibits

观众感兴趣产品

41.4%



GELATO
意式手工冰淇淋

17%



BAKERY
烘焙

14.7%



COFFEE
咖啡

13.7%



CHOCOLATE
巧克力

13.2%



PASTRY
西点

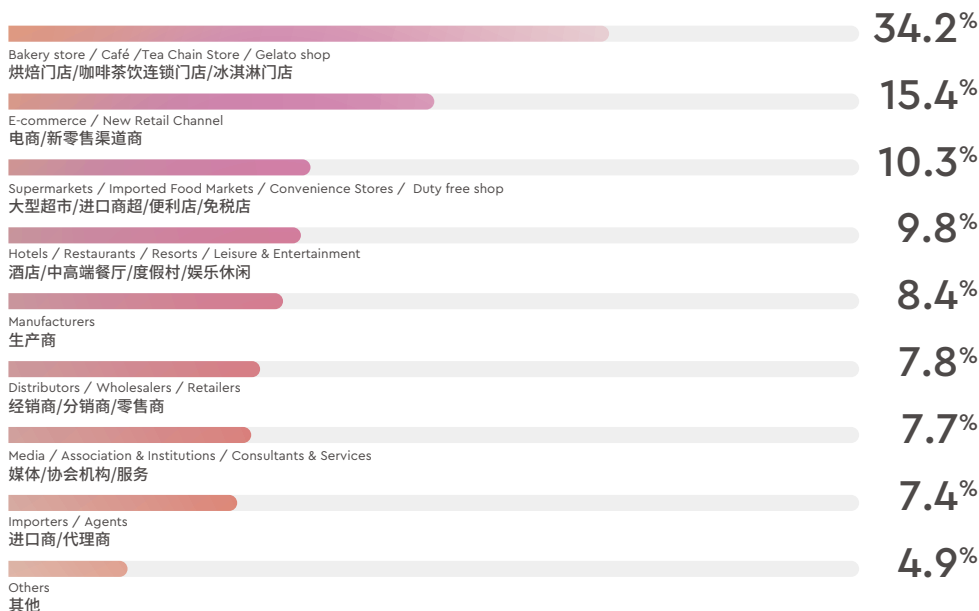
TOP 10

VISITORS' COUNTRIES

China	中国大陆
Argentina	阿根廷
Korea	韩国
USA	美国
Singapore	新加坡
Japan	日本
Italy	意大利
Australia	澳大利亚
Malaysia	马来西亚
France	法国

Visitor breakdown per industry

观众行业构成



Visitors' testimonial

买家引语

我主要是来品尝一些非常好吃的Gelato, 以及寻找一些好的供应商。因为我是在这个行业工作的。SIGEP China 是一个非常有趣的展会, 而且组织的非常好。展会现场冰淇淋的种类非常多。我们还想看看面包、机器和其他东西。

I come to taste some very good gelato and find some nice supplier as I am working in the business. SIGEP China is so very interesting show and well organized. There are quite a big variety of options in terms of ice cream. We also would like to have a look at bread, machines, and other stuff.

Lorenzo Prandi

意大利厨房厨师长

Italian Kitchen Chef de Cuisine

The ritz-carlton Shenzhen

我来参加展会是为了寻找咖啡机和一些可以制作披萨等食品的机器。我在这里看到了很多供应商。在这个展会上, 他们有非常好且高质量的机器设备。我看到了很多非常好的品牌。这是一个非常大的展会, 来自欧洲的展会。

I come here to look for coffee machines and some machines they can make food like pizza. I saw many suppliers here. They have a very nice and very high-quality machine in this exhibition. I saw lots of very good brands. It's a very big exhibition and is from European country.

Salam Afaneh

AVANEH总经理

AVANEH Co., Limited

General manager

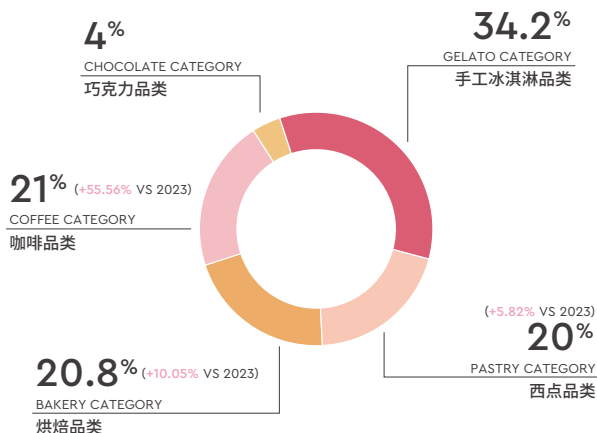
EXHIBITORS

展商综合数据

03

Breakdown of exhibitors

参展商品类细分



500+

EXHIBITORS
知名展商

30 (+100% vs 2023)

INTERNATIONAL COUNTRIES
AND REGIONS
个国家及地区参展

40,000m²

(+14% vs 2023)

COVERING 1 HALL
1个展厅, 覆盖面积40,000平方米

Recommended exhibitors

部分精选展商



*In no particular order. 以上排名不分先后



Exhibitors' testimonial

展商寄语



SIGEP China对我们整个中国市场开发的战略上有很大的帮助。特别是大湾区近几年的发展,整体市场的消费水平的提升,让我们看到了很多机会。

This SIGEP China exhibition is of great help to our strategy of developing the entire Chinese market. In particular, the development of the Greater Bay Area in recent years, and the increase in the overall consumption level of the market in this region, let us see a lot of opportunities.

Kevin Lv 吕永川

General Manager, MEC3

总经理, 曼凯雪食品贸易(上海)有限公司



卡比詹尼集团来自意大利博洛尼亚,是全球高端冰淇淋设备的制造商。自从SIGEP来到中国,我们就一直参展。SIGEP China做到了精、尖、专,我们认为,今年的效果是相当不错的。

Carpigiani Group, from Bologna, Italy, is a global manufacturer of high-end ice cream equipment. We have been exhibiting since SIGEP came to China. Although the scale of the event is not very large, SIGEP China has achieved precision, innovation, and specialization. We think the results this year are quite good.

Welling Zhang 张名锋

China Marketing Manager, Carpigiani

中国区市场部经理, 卡比詹尼(中山)机械制造有限公司



我们的足迹几乎遍布世界上每一个国家。在过去的十年中,我们一直在中国开展业务。我们很高兴能参展第二届 SIGEP China。SIGEP China 让我们有机会在中国华南和大湾区市场展示冰淇淋相关产品。

We are very happy and glad to be present for the second edition of SIGEP China. SIGEP China gives us opportunity to be present with gelato in the south market of China.

Thomas Mancini

Export Area Manager, BABBI SRL a s.u.

出口区域经理, BABBI



我觉得本届SIGEP China是一次非常好的展会。我们看到更多专业观众的来访,现场的人流量非常不错,我们收获了很多咖啡、烘焙、甜点以及冰淇淋行业的客户。

I think this year's SIGEP China is a very good exhibition. We saw more professional visitors, and the flow of people on the site was very good. We gained a lot of customers from the coffee, bakery, pastry and gelato sectors.

Ache Zhu 朱刚

Director, Melitta professional

部门总监, 美乐家咖啡(上海)有限公司

PROMOTIONS
宣传综合数据

04

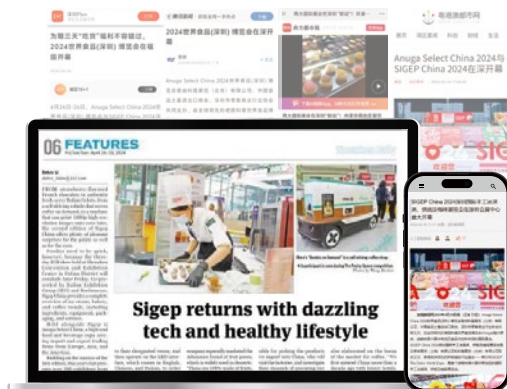
Media coverage 媒体报道

2,000+ Press mentions
新闻曝光

INCL. 18% International
曝光量 海外发布

INCL. 85% Mainstream
曝光量 主流媒体报道

INCL. 77 Interviews
展商采访



823,851+ EXPOSURE
曝光量
9,228+ CLICK
点击量
1.44% CTR
点击率



5,436,034+ EXPOSURE
曝光量
154,276+ CLICK
点击量
2.84% CTR
点击率



82,879+ EXPOSURE
曝光量
3,973+ FW
转发量
12,508+ ACCRU
用户量



3,670,021+ EXPOSURE
曝光量
250,000+ CLICK
点击量
49,000+ USERS
用户数量

MEDIA | 媒体



*In no particular order. 以上排名不分先后

INTERNATIONAL EVENTS

同期活动

05





Gelato World Cup (China Selection)

冰淇淋世界杯 (中国区选拔赛)

2025年,即将迎来第2届冰淇淋世界杯(中国区选拔赛)。继2023年首届赛事的成功举办后,2025年的比赛将汇集更多顶尖的冰淇淋制作选手,为大家呈现一场冰淇淋艺术与技术的盛宴。参赛选手将在比赛中展示他们精湛的技艺和创新的创意,争夺代表中国参加2026年Gelato World Cup全球总决赛的资格,荣登世界舞台与其他国家的选手巅峰对决。这场激动人心的赛事不仅是对选手能力的极大肯定,更是推动冰淇淋行业不断进步的重要力量。

The 2nd Gelato World Cup (China Selection) is coming up in 2025. Contestants will showcase their exquisite skills and innovative ideas in the competition, and compete to represent China at the 2026 Gelato World Cup Grand Final, where they will be honoured to compete against other countries on the world stage. This exciting event is not only a great recognition of the competitors' abilities, but also an important force for the continuous progress of the whole industry.



Juniores Pastry World Cup (China Selection) 青年西点世界杯（中国区选拔赛）

青年西点世界杯是一项独特的团队赛事，面向 26岁以下的年轻人，为他们提供了一个极具教育意义的机会，检验他们的技能，寻找宝贵的灵感，以开启一个有价值的、成功的职业生涯。2024年比赛的主题是：神话与传说。通过年轻面点师的创作，讲述自己国家的神话或传说，对于弘扬自己国家的文化和历史具有重要意义。

The Juniores World Pastry Cup is a unique team event aimed at young people under 26, offering them a highly educational opportunity to test their skills and find valuable inspiration to kickstart a rewarding and successful career.

The theme of the 2024 competition is: Myths and legends. Telling a myth or a legend of one's own country is important to enhance the culture and history of one's own nation through the young pastry chefs' creations.



CTI Latte Art Duel & Brewing for Fun

CTI 趣味冲煮赛 & CTI 咖啡拉花大赛

本届展会同期还举办了两大备受瞩目的咖啡赛事——CTI咖啡拉花大赛和CTI趣味冲煮赛。逾十年的历程和坚持，为国内热衷于拉花技艺的咖啡师们打造一个集趣味、高效和专业于一体的竞技平台，助力选手实现职业价值，挖掘行业人才，并在不断升级的赛事中共同探索咖啡世界的无限可能性。而CTI趣味冲煮赛则以传达“有趣的咖啡最好喝”的理念为宗旨，吸引了包括专业咖啡师和业余爱好者在内的各路咖啡人士，共同探索咖啡的冲煮乐趣。

With over a decade of experience and perseverance, these events have provided a competitive platform that combines fun, efficiency, and professionalism for coffee enthusiasts devoted to latte art skills in the country. They assist participants in realising their professional value, discovering industry talents, and collectively exploring the boundless possibilities of the coffee world in continuously upgrading competitions.

The CTI Brewing for Fun Challenge, on the other hand, aims to convey the concept that "fun coffee is the best coffee," attracting various coffee enthusiasts, including professional baristas and hobbyists, to explore the joy of brewing coffee together.



THE
DOLCE
HUB

Your Dolce Destination

Your Dolce Destination 风味与创意的枢纽

走进The Dolce Hub, SIGEP China的创意与风味的中心。在这里,冰淇淋和咖啡的匠人们不断突破口味与质感的极限,探索一个甜蜜的世界,优质品牌在这里展示他们的最佳产品。

The Dolce Hub与最新的潮流接轨,旨在带来不同的风味与创意,让人们沉浸在味蕾与质感的碰撞中。

The Dolce Hub是甜蜜与创新在SIGEP China的完美结合。

Step into The Dolce hub, the epicenter of creativity and flavor. Here, gelato and coffee artisans push the boundaries of taste and texture. Discover a world of sweet indulgence, where top brands showcase their finest creations. Engage with the latest trends, savor delightful treats, and immerse yourself in a hub of sweet experiments. The Dolce Hub is where dolce meets innovation at SIGEP China.



Recommended exhibitors 2024 2024 年部分精选展商



brewista



*In no particular order. 以上排名不分先后

Digital & communo hub

数字交互空间



Multi-dimensional display of exhibitors' products
展商产品多维度展示

01



Business Matching Space
精准商贸配对空间

02



Convenient overview of 5 categories
便捷纵览5大品类

03



New Product Launch & Innovation Showcase
新品发布 & 创新展示

04



365 Days Online
365天全天在线

05



SIGEP全球网络

全球卓越的食品服务行业商贸平台

SIGEP WORLD

2025年1月18-22日
意大利 里米尼

SIGEP CHINA

2025年4月24-26日
中国 深圳

SIGEP ASIA

2025年6月18-22日
新加坡



GELATO 手工冰淇淋	PASTRY 糕点	COFFEE 咖啡	BAKERY 烘焙	PIZZA 披萨
				

- EQUIPMENT& TECHNOLOGIES 设备和技术
- INGREDIENTS 原料
- PACKAGING SOLUTIONS 包装解决方案
- FROZEN FOOD 冷冻食品
- FURNITURE & TABLEWARE 家具和餐具



深圳国际手工冰淇淋、烘焙及咖啡展览会

Shenzhen International Exhibition for Gelato, Bakery and Coffee

2025年4月24-26日 | 深圳会展中心(福田)



类型 Booth Type	International (EUR)	国内区 (人民币)
标摊 Shell Scheme	345 / sqm	1,950元/平米
光地 Raw Space	285 / sqm	1,500元/平米

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