

THE ITALIAN WAY TO LIVE DOLCE

SIGEP

THE DOLCE WORLD EXPO

sigep.it

21-25 JANUARY 2023
RIMINI EXPO CENTRE
ITALY

44TH International Trade Show
of Artisan Gelato, Pastry,
Bakery and the Coffee World.



ORGANIZED BY

**ITALIAN
EXHIBITION
GROUP**
Providing the future

SIMULTANEOUSLY WITH

**ABtech
expo**
BAKERY AND TECHNOLOGIES

IN COLLABORATION WITH





THE WORLD'S LEADING B2B SHOW DEDICATED TO DESSERT-AND-COFFEE FOODSERVICE INDUSTRY

SIGEP
THE DOLCE WORLD EXPO

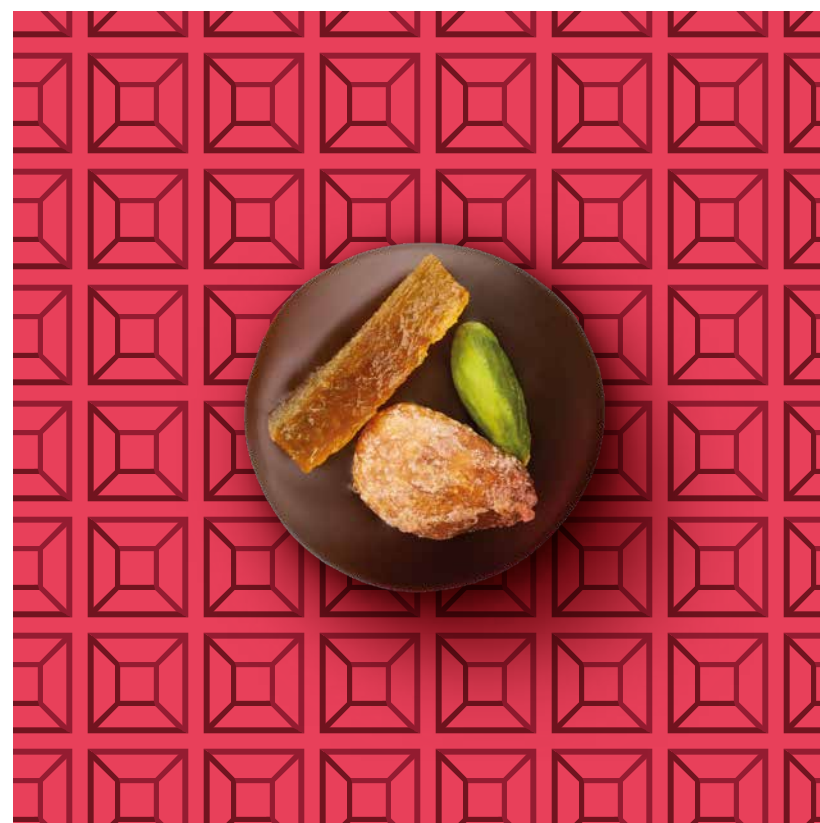
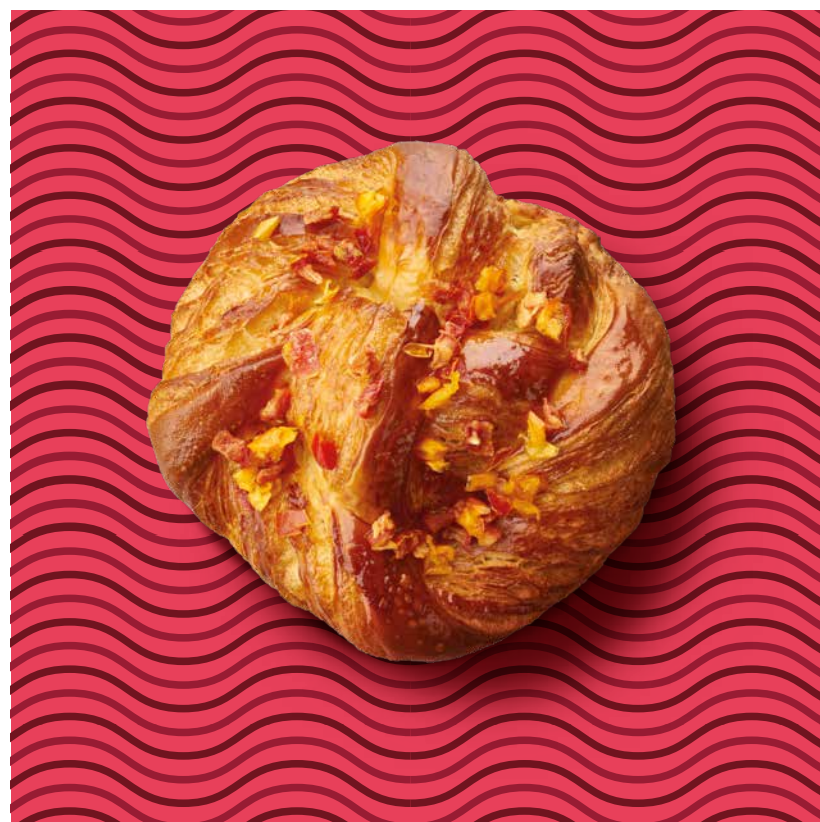
SIGEP is the unmissable event for discovering the latest news, innovations and trends in the dessert and coffee food service sector: raw materials and ingredients, machinery and equipment, packaging and services.

A unique meeting place for dialogue with companies and professionals, to discuss industry scenarios and an opportunity for business, networking, professional updating and sharing.

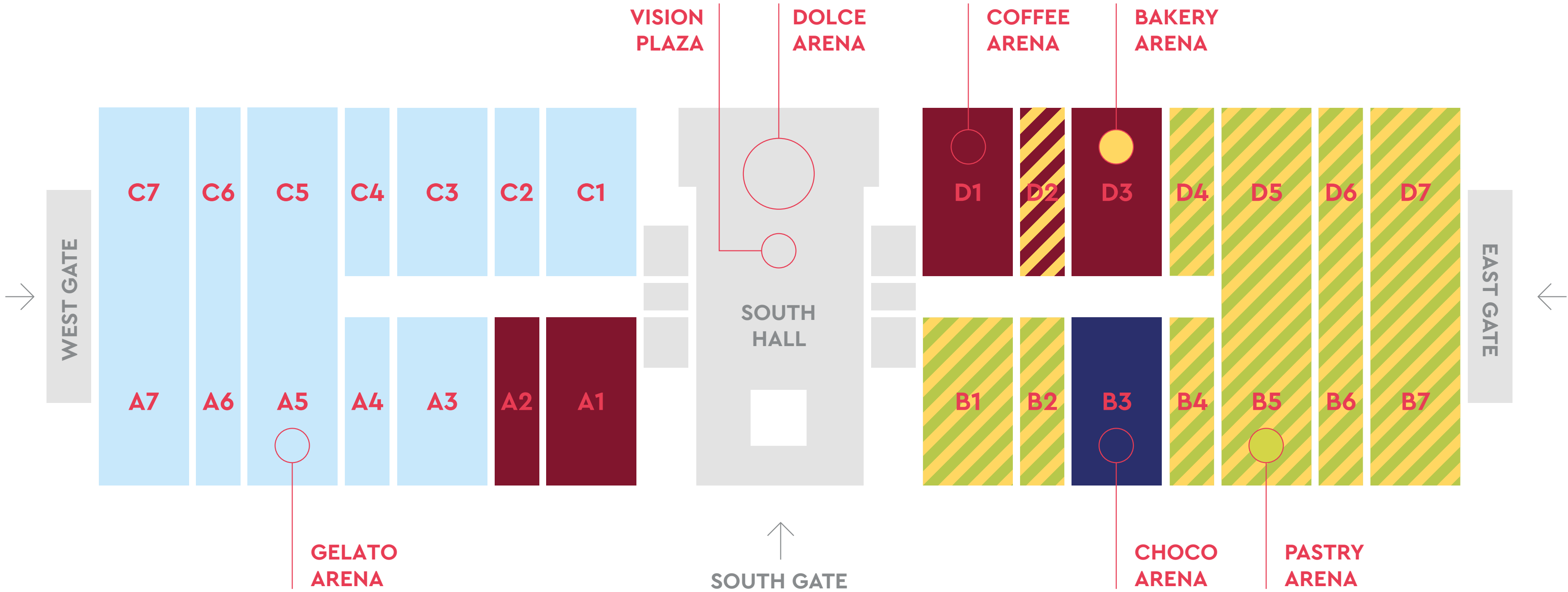
5 days to experience in person and to design the future of the dessert and coffee food service together.

The 44th edition of SIGEP, The Dolce World Expo will be held at the same time as AB Tech Expo, the international bakery, pastry and confectionery technology exhibition.

SIGEP is Italy's ambassador for Dolce.



LAYOUT 2023



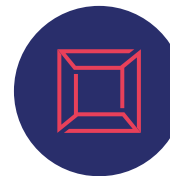
GELATO

Ingredients
Technology
Small equipment
Display cases
Cup and cone
accessories



PASTRY

Ingredients
Technology
Small equipment
Frozen products
Packaging
Decoration



CHOCO

Ingredients
Technology
Small equipment



BAKERY

Ingredients
Technology
Frozen products
Small equipment
Processing
Packaging

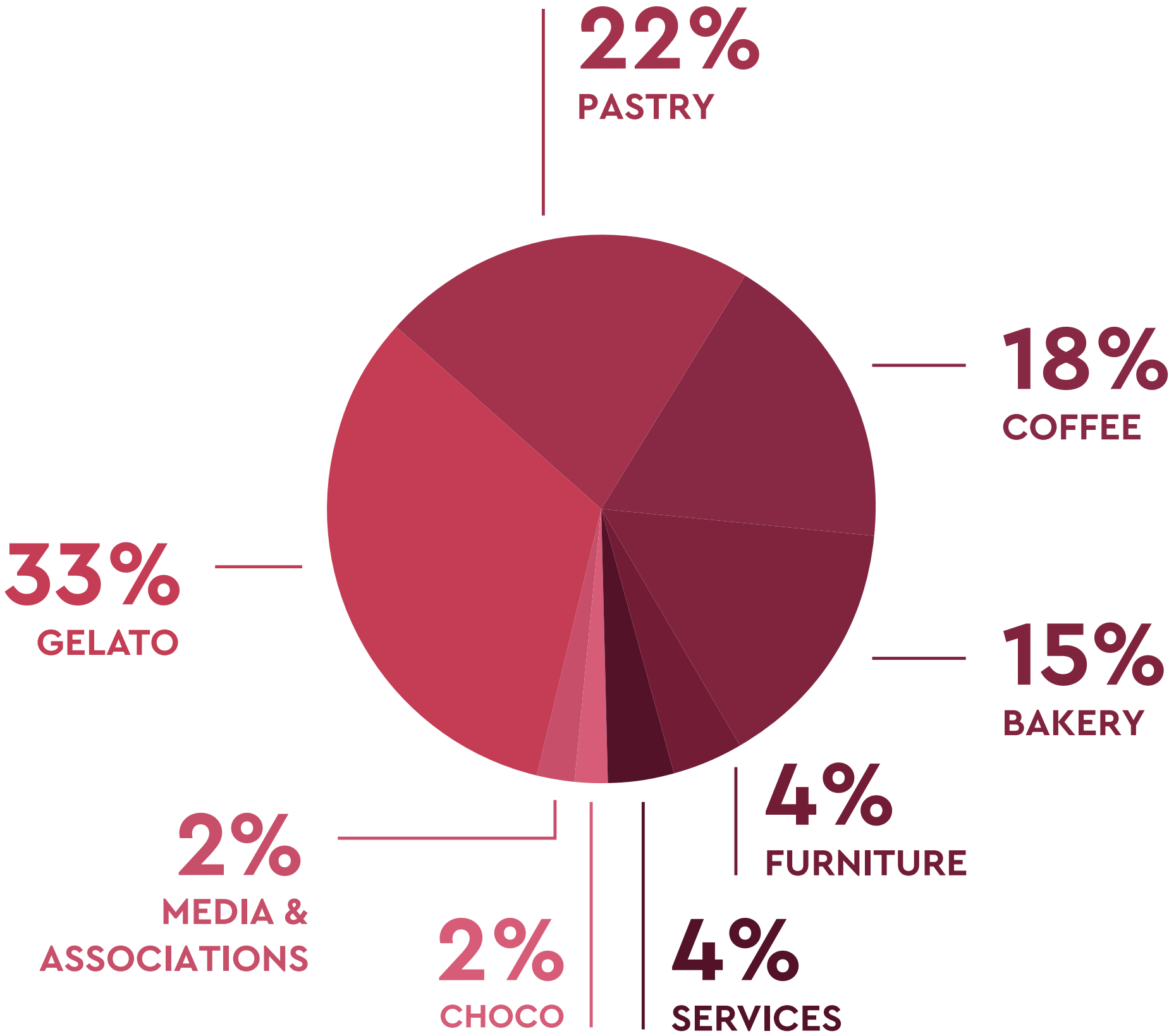


COFFEE

Ingredients
Technology

EXHIBITORS

The numbers relate to the 2022 edition



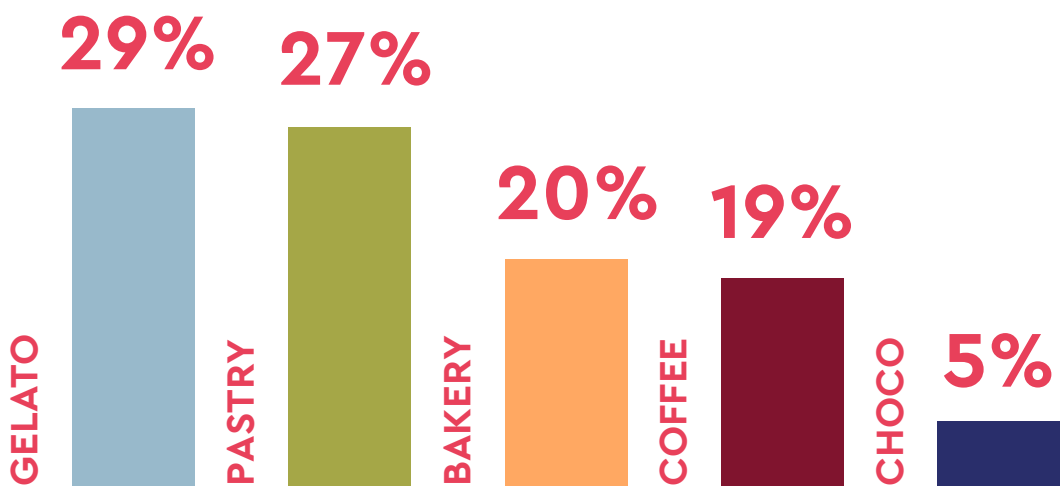
129.000 sqm of the best international offer: visitors are guided through themed routes focused on five main sectors, Gelato, Pastry, Chocolate, Bakery and Coffee, interconnected to unite the world of confectionery in a single global vision.

VISITORS

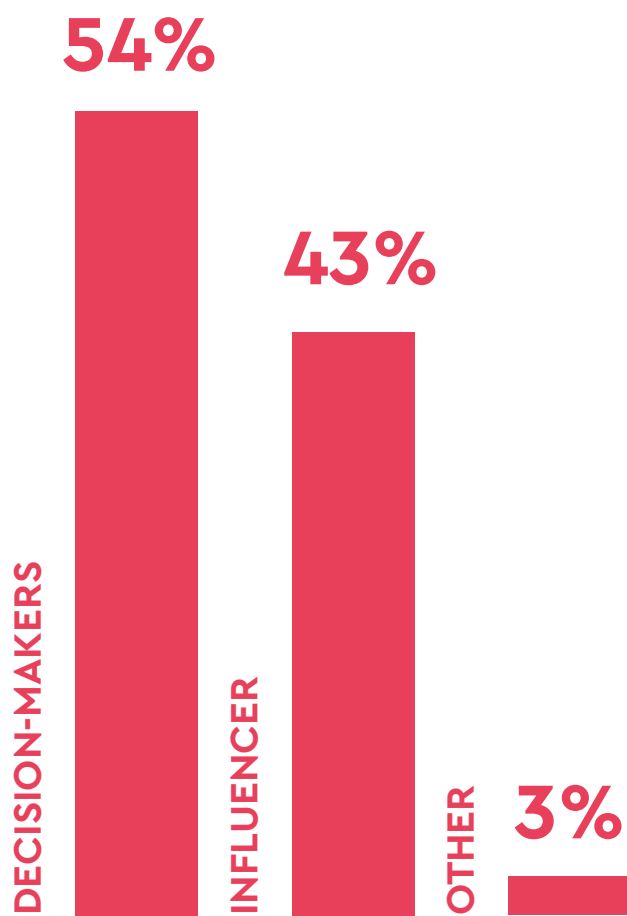
The numbers relate to the 2022 edition



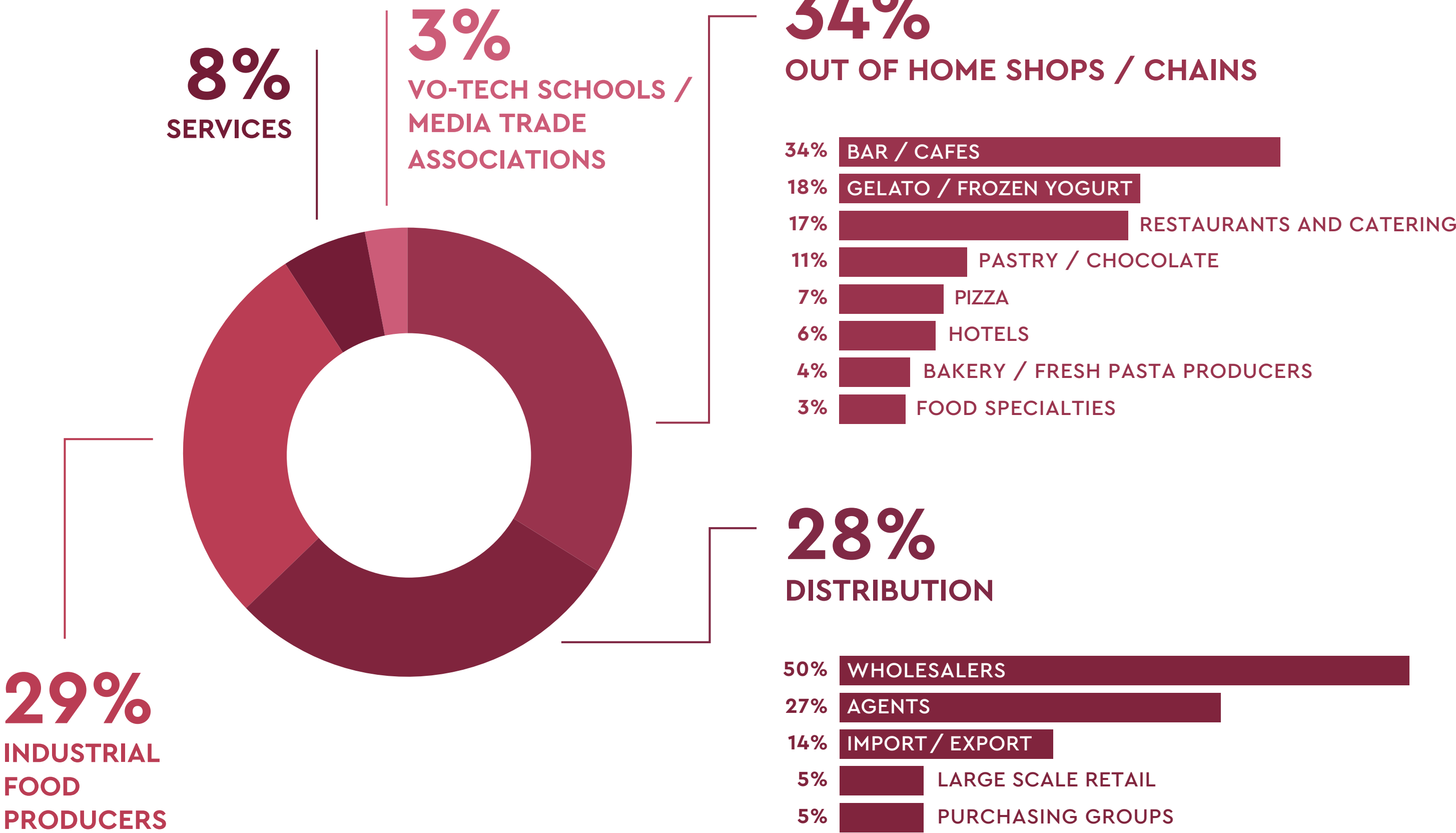
EXHIBITION SECTORS OF INTEREST



VISITOR PROFILE



ACTIVITY SECTORS



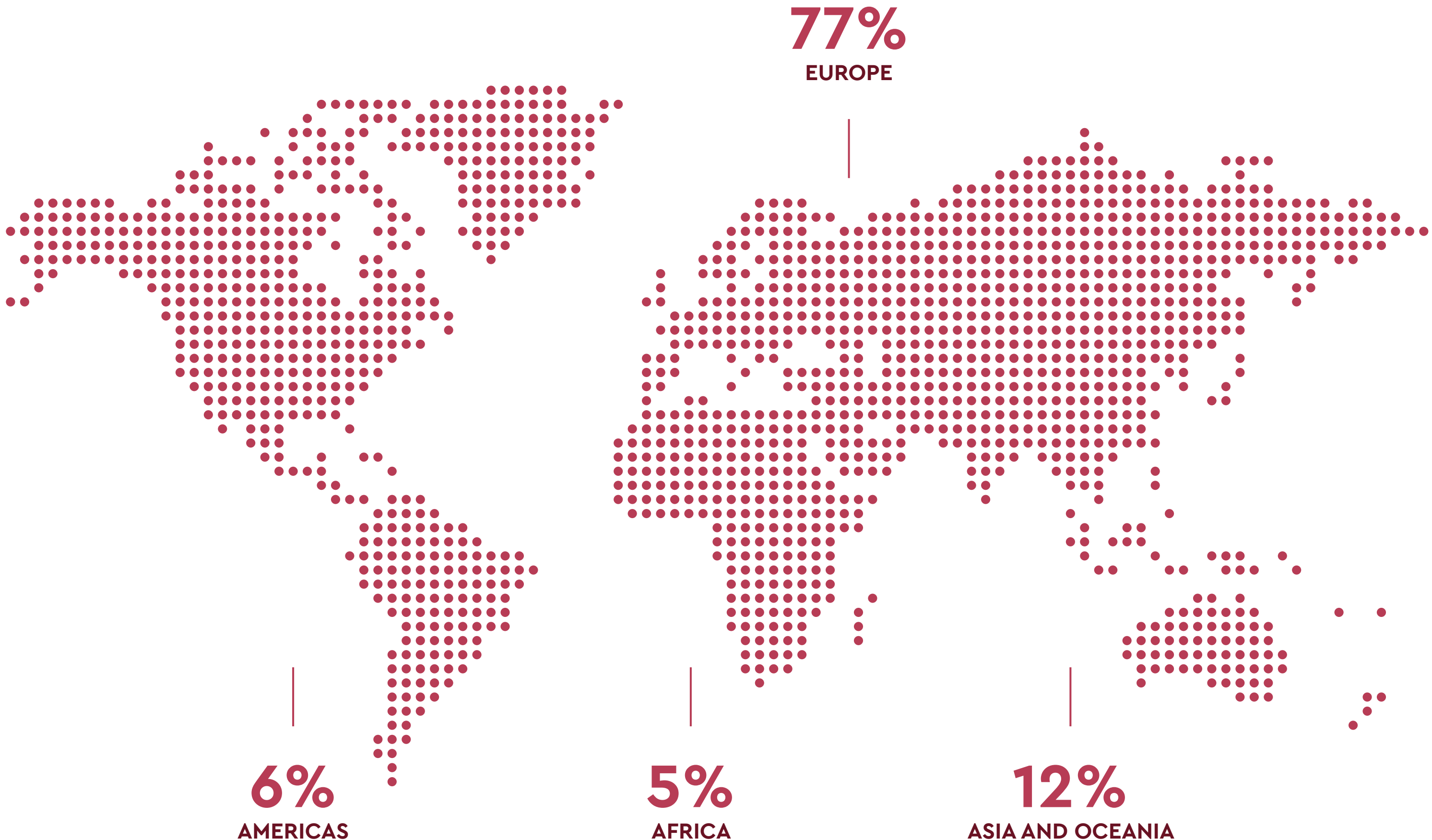
INTERNATIONAL VISITORS

The numbers relate to the 2022 edition



THE 10 MOST REPRESENTED COUNTRIES

FRANCE	SLOVENIA
GERMANY	UK
SPAIN	BELGIUM
ROMANIA	CROATIA
GREECE	SWITZERLAND



Incoming actions and involvement of foreign buyers, through the valuable partnership with the ITA and MAECI, and with the support of Italian Exhibition Group's international network of regional advisors present in **more than 60 countries**.

2023 EVENTS

SIGEP is an international show that rewards talent, promotes innovation and exports dolce excellence worldwide. The arenas are dynamic stages where culture is generated and training is disseminated for the growth of the whole community. This is a unique opportunity for the art of the great masters to come together with young talent, using the latest technologies and the best innovations on the market.

DOLCE ARENA

- Gelato Europe Cup
- Juniores Pastry World Cup
- The Pastry Queen World Championship

GELATO ARENA

- Talks & Demo

PASTRY ARENA

- Seniores Italian Championship
- Juniores Italian Championship
- SIGEP Giovani

SIGEP THE DOLCE WORLD EXPO

COFFEE ARENA

- 7 Italian Barista Championships

BAKERY ARENA

- Bread in the City, International Baking Competition

CHOCO ARENA

- Talks & Demo

VISION PLAZA

- Spotlight on the macro-trends in the dessert and coffee food service sector



SPECIAL AREAS

INNOVATION GALLERY

A space that puts the spotlight on the new products and services presented by exhibitors.

START-UP AREA

A space that fosters dialogue between companies/investors and young entrepreneurs.

BUYERS LOUNGE

An exclusive area reserved for international buyers invited by IEG in partnership with the ITA.



SIGEP EXPANDED

The numbers relate to the 2022 edition

143,340

TOTAL VIEWS
(REGISTERED USERS
AND GUESTS)

3,854

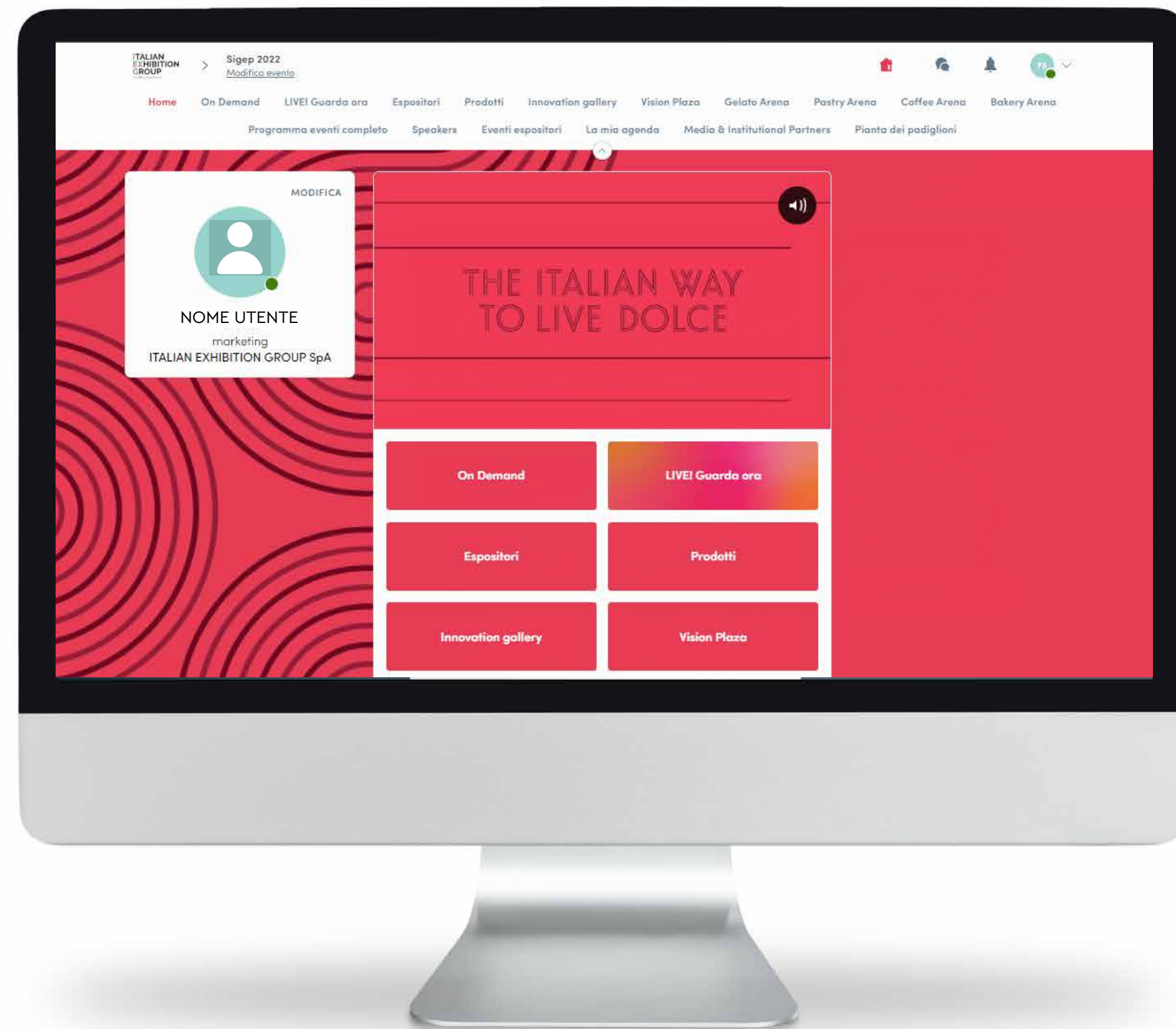
UNIQUE DIGITAL
USERS

6,632

DIGITAL VISITS
(REGISTERED USERS
AT THE EVENT)

1,820

PRODUCT VIEWS



THE DIGITAL PLATFORM

The showcase of artisan excellence in confectionery dedicated to international dessert and coffee food service professionals.

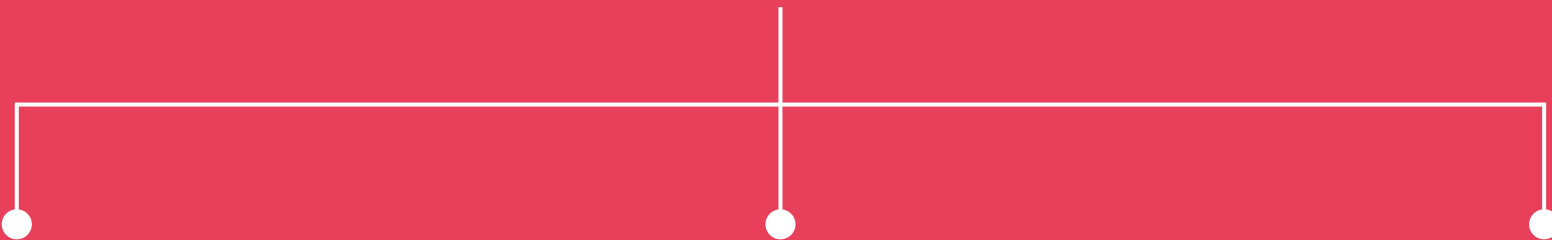
The digital platform **SIGEP EXPANDED** puts artisan confectioners in touch with all the sector's international operators through a showcase page enriched with the product catalogue, the new products presented and events to be held during the show.

An opportunity to boost your visibility and network with the sector's leading companies and buyers from all over the world.

SIGEP 2022 AUDIENCE



PRESS & MEDIA
RELATIONSHIP



471

ACCREDITED
JOURNALISTS

3,854

NEWS ITEMS,
ARTICLES, FEATURES,
INTERVIEWS

510 MLN

GROSS CONTACTS
REACHED



EMAIL
MARKETING



253K

DATABASE
NEWSLETTER
2022



SOCIAL
FAN BASE



123K

SOCIAL
COMMUNITY



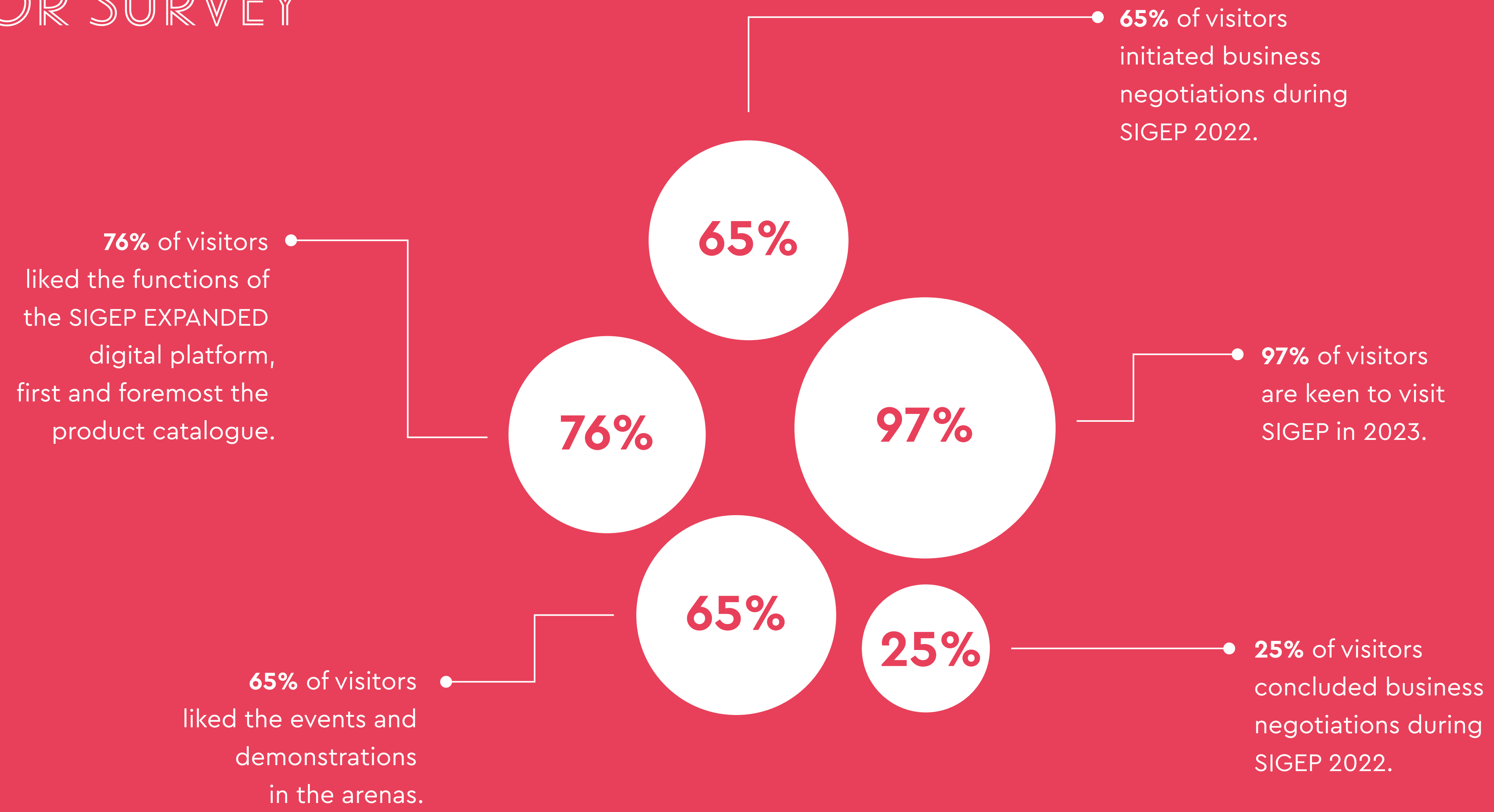
WEBSITE



307K

UNIQUE VISITORS
SIGEP.IT 2022

SIGEP 2022 VISITOR SURVEY





ABtech expo

BAKERY AND TECHNOLOGIES

21-25
JANUARY 2023
RIMINI EXPO CENTRE
ITALY

Following the success of the 2020 show, the art of baking on an artisan and industrial scale returns to Rimini, with an exhibition that is unique and extraordinary in terms of its variety of technologies combined with products, ingredients and venue concepts.

AB Tech Expo is a complete, international event that involves all supply chain processes, from product storage to preparation of recipes, from kneading to making, through leavening, baking, cooling, cutting and final packaging, naturally including all the services relating to process quality.

The entire industry meets to do business and discover the latest trends in production and consumption, new venue formats and new marketing concepts.

WITH AB TECH EXPO IN 2023,
TECHNOLOGY IS IN POLE POSITION



THE INTERNATIONAL HUB FOR THE OUT OF HOME MARKET

A series of trade shows to develop
the food service business worldwide.



COMMUNITY— EXHIBITORS

“

ANDREA BURANI
Area manager Italia
Angelo Po

"Sigep is the perfect showcase to present new products in the food service sector"

“

ENRICO METTI
Sales Director
Professional Filters
Brita Italia

"It's great to be back at Sigep and to meet our customers in person to discuss business"

“

ANNA MARIA MELE
Sales Director
La Spaziale

"Sigep represents Made in Italy excellence worldwide. We saw there was a huge influx from various countries"

“

ACHILLE SASSOLI
Trade Marketing
Manager World
Carpigiani

"We met gelato makers and pastry chefs from all over the world"

“

GIOVANNI AGOSTONI
Sales Director
ICAM

"Sigep has always been a point of reference for the professional sector"

“

LEONARDO MAZZERO
General Manager
Disaronno Ingredients

"We are very pleased to be here at Sigep. The event at which we manage to meet our customers, our employees and our suppliers"

“

DANIELA SACCARDO
Project Manager
Abiepan – Associação Brasileira das Ind. de Equipamentos, Ingredientes e Acessórios Para Alimentos

"The show confirms its undisputed international leadership as an exclusive event dedicated to professionals from all over the world"

“

GIANNI BABBI
Marketing Director
Babbi

"Sigep has always been our life. Being back in person was really emotional, and it was exciting to see our customers and meet new ones"

“

EMANUELA TASSELLI
Marketing Manager
Debic

"Returning to Sigep in person was essential, so we could see our wholesale customers, face to face again"

COMMUNITY— BUYERS

“

HAYET SAKOUHI
Senior Purchasing Manager
BEH Tunisie

"In SIGEP, we always see new products and new machines to facilitate the concept for the consumer. Everything is related to the professional use"

“

SANTIAGO PERALTA
Co-founder
Pacari

"Italy is a trendsetter in all. It's basically a little bit to see how will be the future and which strengths of our products or innovation have in the past"

“

BEN WHITTINGTON
International Culinary
R&D Manager
Focus Brands International

"Making connections with international suppliers, making relationships that we can leverage for our products or equipment, learning more about what is available worldwide or in Europe specifically is a huge deal for us"

“

MARCOS ANTONIO MATOS
CEO
CECAFÉ – Conselho dos Exportadores de Café do Brasil

"It's an honor to be here. It's a perfect network: there are many opportunities to develop meetings, projects, programs that we have been developing"

SIGEP GREEN CORE

IEG is certified:

ISO 14001 Environment,
ISO 45001 Health and
Safety in the Workplace.

Every year, we save:

- **1,500**
plants
- **30,000**
sqm of green space,
free electric charging
for cars and motorbikes
- **114,000**
sqm of photovoltaics,
modular condensing boilers

- **1 ice bank**
for air conditioning,
recirculating water fountains
- **30,000**
meals saved with the
Food for Good project

- **23,000,000**
litres of water
- **400,000**
Kwh of energy
- **680**
tonnes of CO2
emissions



CONTACTS

Visitors: infovisitatori@iegexpo.it

Exhibitors: teamsigep@iegexpo.it

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