

SIGEP

FACTS & FIGURES

2024 EDITION



sigep.it

ORGANIZED BY

ITALIAN
EXHIBITION
GROUP
Providing the future

IN COLLABORATION
WITH

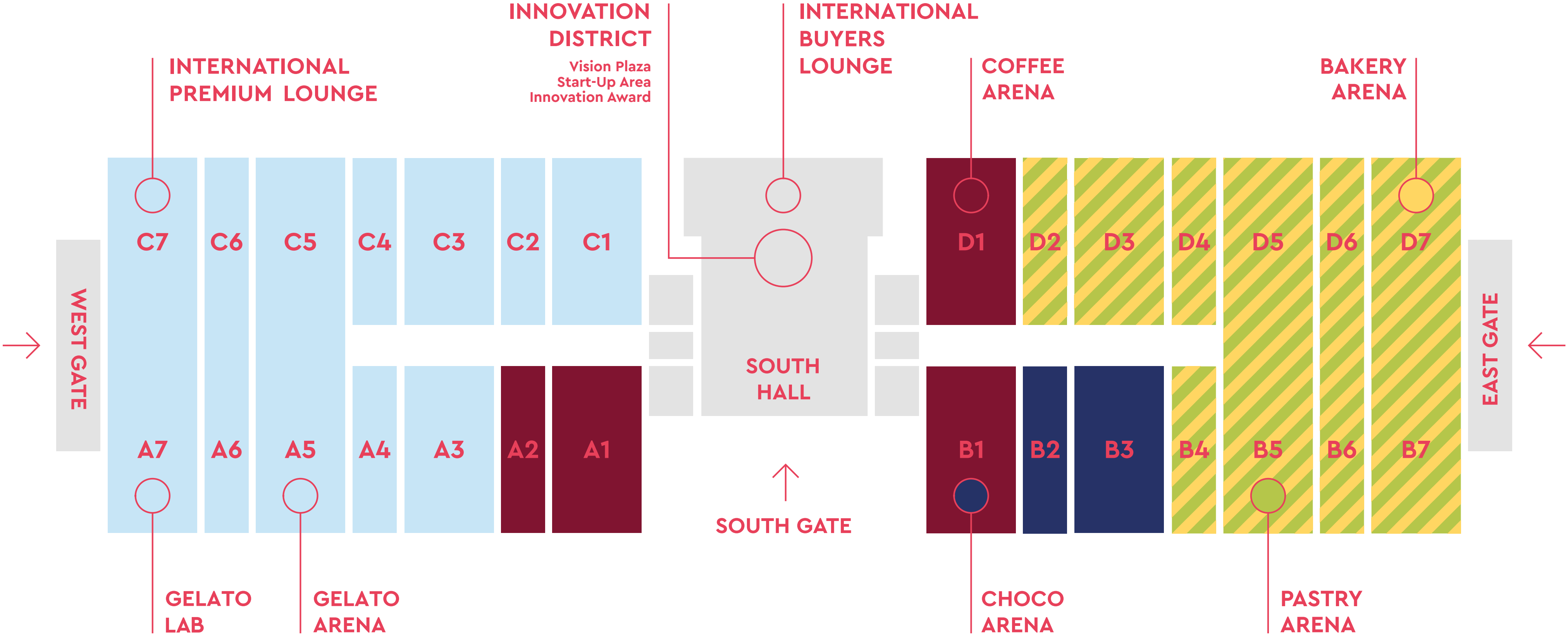


Ministry of Foreign Affairs
and International Cooperation

ITA
ITALIAN TRADE AGENCY

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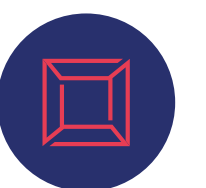
LAYOUT 2024



GELATO



PASTRY



CHOCO



COFFEE



BAKERY

EXHIBITORS

Data from the
2024 edition

The most comprehensive offer for the foodservice sectors of gelato, pastry, choco, coffee, pizza and bakery: technologies, ingredients, equipment, furniture, tableware, packaging solutions and services.

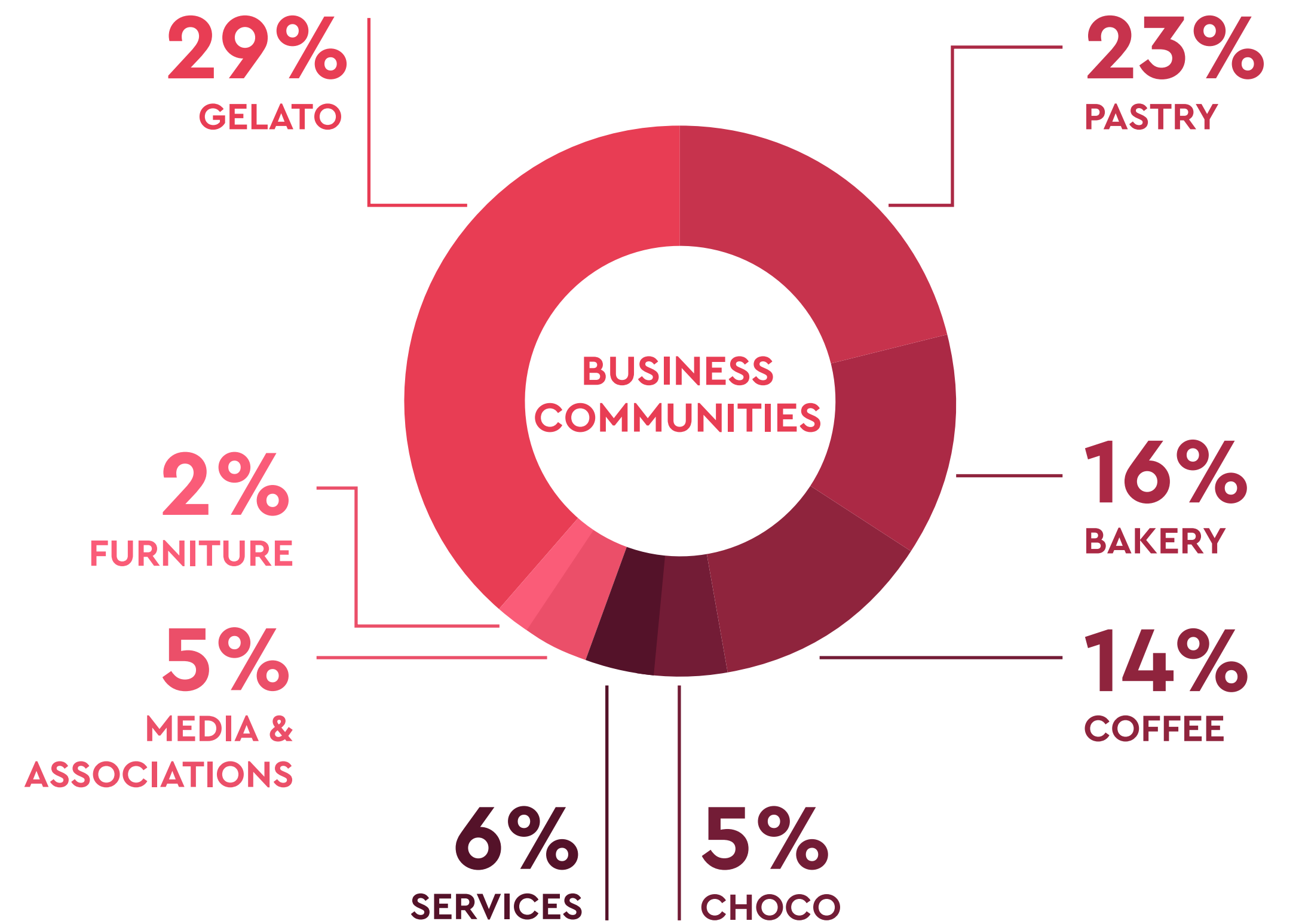


**TOP COUNTRIES
OF ORIGIN:
(EXCLUDING ITALY)**

1. GERMANY
2. SPAIN
3. FRANCE



ACTIVITY SECTORS



VISITORS

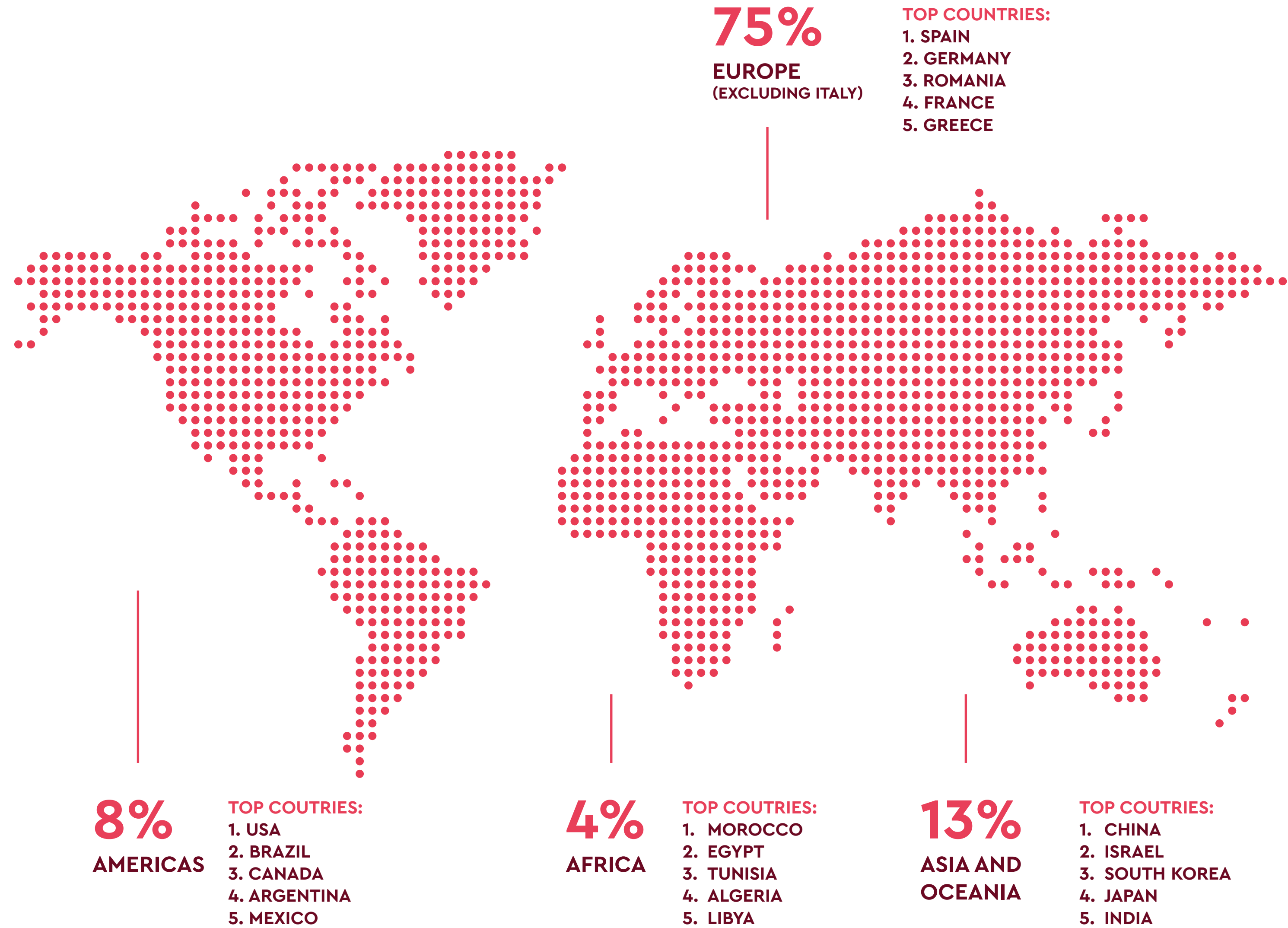
Data from the
2024 edition



180,000
TOTAL ATTENDANCE



161 COUNTRIES | **21%** ABROAD



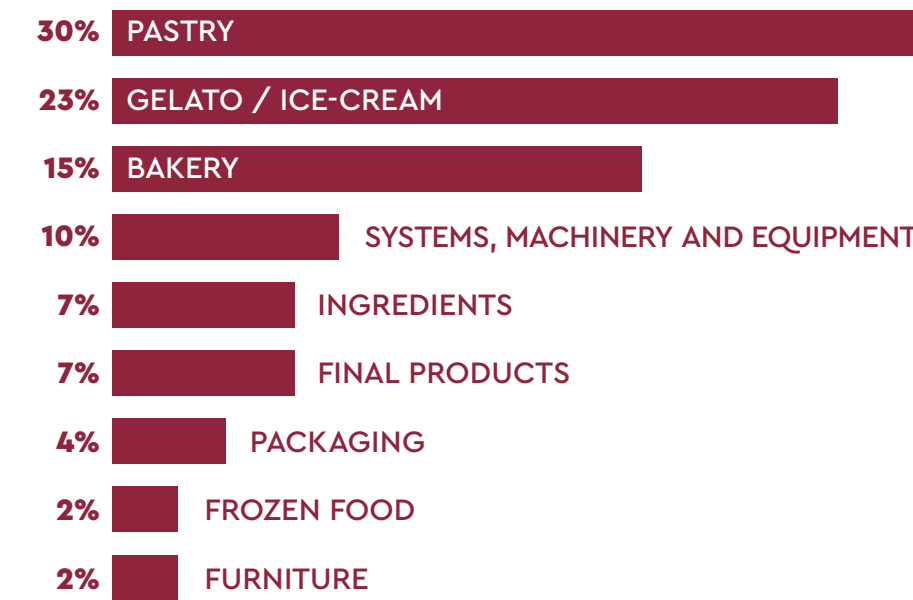
VISITORS

Data from the 2024 edition

35% PUBLIC ESTABLISHMENTS / CHAINS



30% PRODUCERS/LABORATORIES



3% MEDIA, ASSOCIATIONS & INSTITUTIONS, PROFESSIONAL INSTITUTES

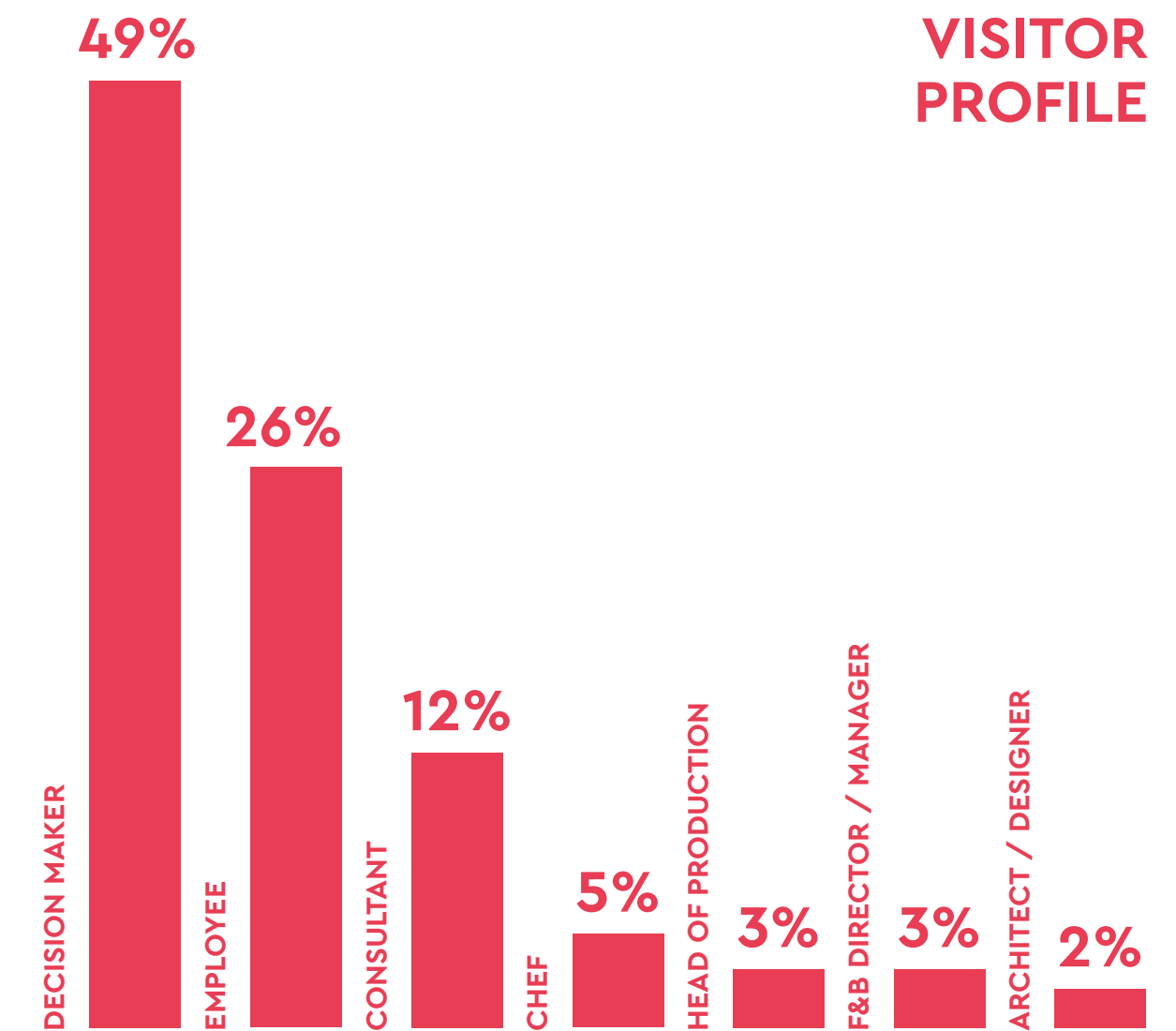
8% SERVICES



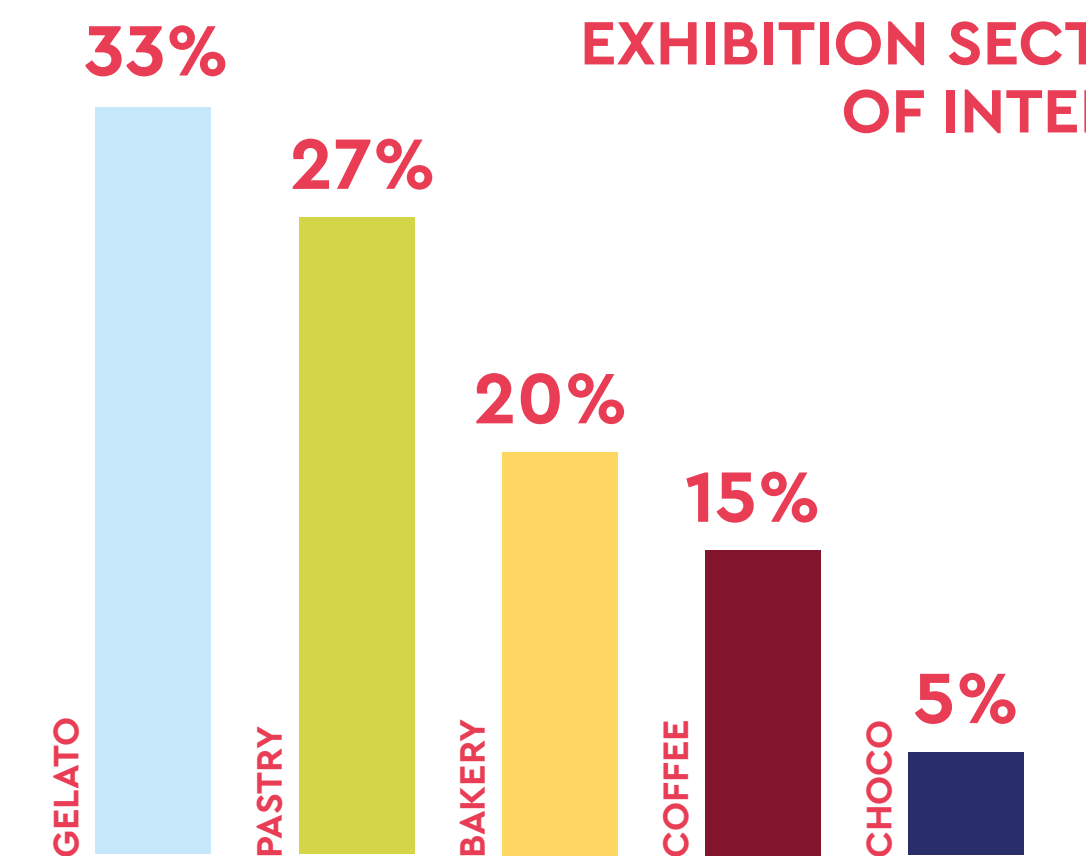
24% DISTRIBUTION



VISITOR PROFILE



EXHIBITION SECTORS OF INTEREST



HOSTED BUYER

Data from the
2024 edition



+32%
COMPARED TO
2023 EDITION



+5,000
BUSINESS MEETINGS

30
DELEGATIONS FROM
ALL OVER THE WORLD

PROFILE



96%

CONSIDER THEMSELVES
FULLY SATISFIED WITH
THE EXHIBITION OFFER

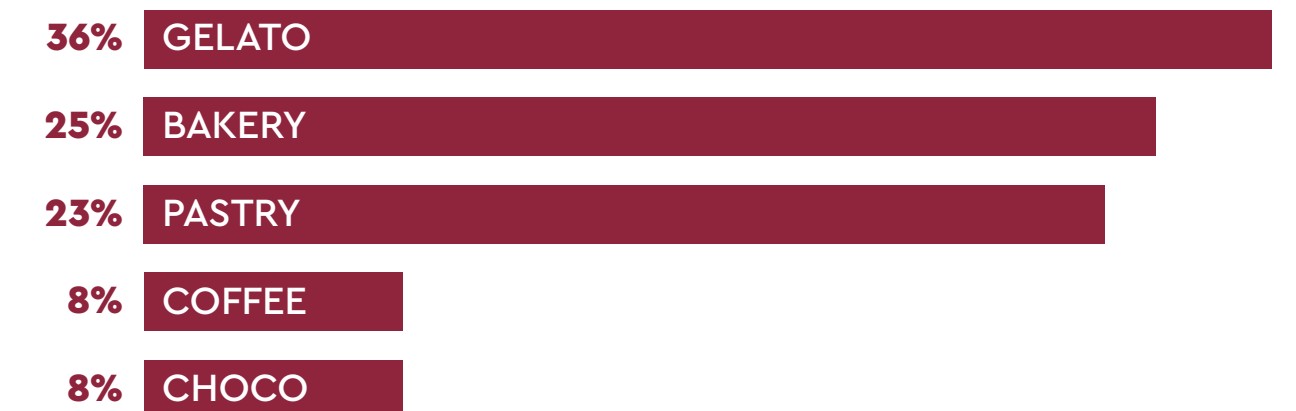
ORIGIN



98%

DECLARE THAT
HAVE ACHIEVED
THEIR OBJECTIVE

EXHIBITION SECTORS OF INTEREST



100%

RECOMMEND
TO VISIT SIGEP

PREMIUM VISITOR

High-profile European visitors included in a reserved and exclusive programme.



+50%
COMPARED TO
2023 EDITION

TOP 5 COUNTRIES

1. SPAIN
2. ROMANIA
3. GERMANY
4. CROATIA
5. FRANCE

PROFILE

- 55% IMPORT-EXPORT/WHOLESALERS
- 33% PRODUCERS/LABORATORIES
- 5% CHAINS
- 4% LARGE-SCALE DISTRIBUTION
- 2% OUT OF HOME SHOPS

EVENTS

Data from the
2024 edition

A rich programme of talks, demos, masterclasses and competitions aimed at enriching operators' skills and knowledge, keeping abreast of the latest trends and innovations and encouraging the sharing and exchange of ideas.

925
EVENTS

7
ARENAS

17
COMPETITIONS

200
SPEAKERS

3
INTERNATIONAL COMPETITIONS

- GELATO WORLD CUP
- JUNIORES PASTRY WORLD CUP
- GELATO FESTIVAL WORLD MASTER - EUROPE & MIDDLE EAST CHALLENGE

INNOVATION DISTRICT

TASTE
THE
TRENDS

From tomorrow's trends to future technologies: everything that has innovation as its principal ingredient. Discovery, dialogue and experience, all in one place, the Innovation District.

VISION PLAZA

The stage dedicated to new trends, visions and possible scenarios in the sector.

30

TALKS

START-UP AREA

A physical and virtual exhibition area, entirely reserved for **innovative Start-Ups** and **young companies**.

15

START-UPS

INNOVATION AWARD

A prestigious award assigned to the **revolutionary pioneers of the sector**.

The categories:

- 1. INNOVATIVE PRODUCT**
FOOD FOR THOUGHT
- 2. SUSTAINABILITY**
SOFTEN YOUR IMPACT
- 3. DIGITAL INNOVATION**
FEEL THE CUTTING EDGE
- 4. ORGANIC / FREE FROM**
NATURALLY SO
- 5. PACKAGING**
NEXT GEN PACKAGING

IN COLLABORATION WITH



COMMUNITY

Data from the
2024 edition

161,000

SOCIAL COMMUNITY

200,000

NEWSLETTER DATABASE

2 MILLION

TOTAL IMPRESSIONS
ON SOCIAL MEDIA

561 MILLION GROSS

TOTAL MEDIA CONTACTS

660

JOURNALISTS

APP

+325,000

EXHIBITOR
CATALOGUE VIEWS

+16%

COMPARED TO
2023 EDITION

+846,000

EXHIBITOR PROFILE
PAGE VIEWS

TEO The
Eating
Out Hub

The Eating Out Hub is the business community that brings together the Italian Exhibition Group events in the foodservice sector and acts as a catalyst for the birth of relationships, content and innovation.

APRIL
24-26

2024

SHENZHEN

JUNE
26-28

2024

SINGAPORE

JANUARY
18-22

2025

RIMINI

FEBRUARY
16-18

2025

RIMINI

SIGEP
CHINA

艾嘉吉
IEGX CHINA

koelnmesse

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

Shenzhen, China
Shenzhen Convention & Exhibition Center (Futian)

SIGEP
ASIA

IN CONJUNCTION WITH
RESTAURANT ASIA 2024
CO-LOCATED WITH
SPECIALITY **FOOD2GO**

IEGX ASIA

International Expo dedicated to the Dolce Foodservice, Catering, Coffee & Bakery

Singapore
Sands Expo & Convention Centre

SIGEP
THE DOLCE WORLD EXPO

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

Rimini, Italy
Expo Centre

BEER & FOOD
ATTRACTION

The Eating Out Experience Show

BB TECH
EXPO

The Beer & Beverage Technologies Show

Rimini, Italy
Expo Centre

SEE YOU AT SIGEP

18-22
JANUARY
2025

RIMINI EXPO
CENTRE, ITALY

teamsigep@iegexpo.it

www.sigep.it



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