



SIGEP MEETS THE WORLD STOPS IN HO CHI MINH CITY AND ANNOUNCES

VIETNAM AS GUEST COUNTRY OF SIGEP WORLD 2027

- *Italian Exhibition Group's international roadshow continues, in collaboration with the ICE Agency, dedicated to strategic Foodservice markets: on September 8, an event in Ho Chi Minh City will put the spotlight on Vietnam, Guest Country of the next edition of SIGEP World, scheduled in Rimini from January 23 to 27, 2027.*
- *Among the most dynamic countries in Asia, Vietnam represents a strategic partner for Made in Italy thanks to the growth of the out-of-home sector, which is expected to reach an estimated value of \$45.2 billion by 2031, and to its global leadership in the coffee supply chain: two assets at the heart of the Guest Country project.*

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Rimini, [XX] 2026 - Italian Exhibition Group's **international journey of SIGEP Meets the World** continues, the roadshow that brings the SIGEP World network into the most dynamic markets of the global Foodservice industry. On **September 8** the traveling format will **arrive in Ho Chi Minh City for an event of particular strategic relevance**: Vietnam will in fact be the **Guest Country of SIGEP World 2027**, the **leading Foodservice event scheduled in Rimini from January 23 to 27, 2027**. The initiative is part of an international promotion program in **collaboration with the ICE Agency - the Agency for the promotion abroad and internationalization of Italian companies**, with the goal of **strengthening dialogue between Italian companies, institutions and Vietnamese operators** in the gelato, pastry & choco, coffee, bakery and pizza sectors.

A RAPIDLY EXPANDING MARKET

The designation of Vietnam as Guest Country reflects the country's growing weight in the out-of-home economy. According to the latest estimates, the sector will reach a value of **\$45.2 billion by 2031**, up from \$24.8 billion in 2025, growing at an average annual rate of over 10%. Vietnam is also the **world's second-largest coffee producer** and the **leading exporter of the Robusta variety**, with an estimated production of **30.8 million bags in the 2025/2026 season**. In 2025, coffee export value reached **\$8.92 billion**, up **58.8%**, while the domestic market continues to expand thanks to rising consumption and the development of major local chains.



A BRIDGE TOWARD SIGEP WORLD 2027

The Ho Chi Minh City stop represents an important **opportunity for dialogue with institutions, associations, buyers, companies and specialized Vietnamese media ahead of SIGEP World 2027**. The Guest Country project, in collaboration with the **ICE Agency** and the **Italian Chamber of Commerce in Vietnam (ICHAM)**, includes an official **government delegation and qualified buyers**, a dedicated **area showcasing the country's excellences, workshops on business opportunities, B2B meetings and networking initiatives** to foster **new business relationships and highlight synergies** between the **Vietnamese production system** and the **international business community**.

«The choice of Vietnam as Guest Country of SIGEP World 2027 stems from the desire to showcase a country that represents the ideal meeting point between excellence in raw material production and the technological innovation of Made in Italy. Vietnam is today one of the most dynamic countries for the sector and a strategic partner for the international development of our network. Thanks to the support of the ICE Agency, with SIGEP Meets the World we want to build a concrete bridge between Vietnamese institutions, businesses and professionals and the international community that gathers in Rimini every year, fostering new relationships and business opportunities», said **Ilaria Cicero**, Global Exhibition Director Food & Beverage Division at IEG and CEO of IEG Asia in Singapore.

«Vietnam is today one of the most dynamic economies in Southeast Asia for the foodservice sector, and its participation as Guest Country at SIGEP World 2027 reflects the country's growing relevance on the international stage. For the ICE Agency, this initiative represents an important opportunity to strengthen economic relations between Italy and Vietnam and to showcase the excellence of Italian technologies and production. SIGEP World will give Vietnamese operators the opportunity to get to know up close a unique ecosystem of innovation, quality and know-how, helping to develop new partnerships between Italian companies and Vietnamese operators», said **Ilaria Piccinni**, Director of ICE Ho Chi Minh City.

«SIGEP World 2027 will represent an international showcase for a Vietnam that is establishing itself as one of the emerging gastronomic destinations, with growing international recognition, leveraging its extraordinary culinary heritage as a lever for innovation, attractiveness, economic development and international cooperation. This participation will offer new opportunities for business, integration, educational and training exchange, as well as growth between Italy and Vietnam across the entire foodservice, hospitality and food & beverage excellence supply chain, further strengthening economic relations between our two countries», said **Simonetta Di Domenico**, Vice President of ICHAM Vietnam.



MEDIA AGENCY SIGEP World: Mind The Pop

Stefano Chiossi: stefano@mindthepop.it, mob. + 39 388 739 4358;

Maria Laura Piazza: marialaura@mindthepop.it, mob. + 39 3935641179;

Fabrizio Raimondi: fabrizio@mindthepop.it, mob. +39 335 389 848;

Benedetto Colli: benedetto@mindthepop.it, mob. 380 371 2272;

Martina Vacca: martina@mindthepop.it, mob. +39 339 748 5994;



FOCUS ON

Italian Exhibition Group S.p.A., società con azioni quotate su Euronext Milan, mercato regolamentato organizzato e gestito da Borsa Italiana S.p.A., ha maturato negli anni, con le strutture di Rimini e Vicenza, una leadership domestica nell'organizzazione di eventi fieristici e congressuali e ha sviluppato attività estere - anche attraverso joint-ventures con organizzatori globali o locali, come ad esempio negli Stati Uniti, Emirati Arabi Uniti, Arabia Saudita, Cina, Messico, Germania, Singapore, Brasile - che l'hanno posizionata tra i principali operatori europei del settore.

Il presente comunicato stampa contiene elementi previsionali e stime che riflettono le attuali opinioni del management ("forward-looking statements") specie per quanto riguarda performance gestionali future, realizzazione di investimenti, andamento dei flussi di cassa ed evoluzione della struttura finanziaria. I forward-looking statements hanno per loro natura una componente di rischio e incertezza perché dipendono dal verificarsi di eventi futuri. I risultati effettivi potranno differire anche in misura significativa rispetto a quelli annunciati, in relazione a una pluralità di fattori tra cui, a solo titolo esemplificativo: andamento del mercato della ristorazione fuori casa e dei flussi turistici in Italia, andamento del mercato orafa - gioielliero, andamento del mercato della green economy; evoluzione del prezzo delle materie prime; condizioni macroeconomiche generali; fattori geopolitici ed evoluzioni del quadro normativo. Le informazioni contenute nel presente comunicato, inoltre, non pretendono di essere complete, né sono state verificate da terze parti indipendenti. Le proiezioni, le stime e gli obiettivi qui presentati si basano sulle informazioni a disposizione della Società alla data del presente comunicato.