

## PRESS RELEASE

### SIGEP WORLD IN TOKYO: ITALIAN TRADE AGENCY AND ITALIAN EXHIBITION GROUP STRENGTHEN DIALOGUE WITH THE JAPANESE MARKET

*Ahead of the 48th edition, scheduled to take place in Rimini from 23 to 27 January 2027, the Ambassador of Italy to Japan, Mario Vattani, opens a networking evening in Tokyo dedicated to the gelato, pastry and chocolate, coffee, bakery and pizza supply chains, as well as technologies for professional foodservice.*

**TOKYO, 10 September 2026** – The Italian Trade Agency (ITA) and Italian Exhibition Group (IEG) are presenting **SIGEP World 2027** today in Tokyo, the leading international event for professional foodservice and the out-of-home sector, and a global meeting point for the Gelato, Pastry and Chocolate, Coffee, Bakery and Pizza supply chains. The 48th edition will take place at Rimini Expo Centre from **23 to 27 January 2027**. Hosted at THE AOYAMA GRAND HOTEL, the initiative brings together Japanese industry professionals, clients, trade associations and media representatives to strengthen business ties between the Japanese market and the Italian offer of ingredients, technologies, equipment and services.

**The Ambassador of Italy to Tokyo, Mario Vattani** will open the initiative, confirming the continued commitment of the Italian Ministry of Foreign Affairs and International Cooperation to promoting Italian agri-food exports to Japan, one of the strategic objectives of the 2024–27 bilateral Action Plan. *“In Japan, Italian agri-food excellence is widely appreciated, not only for the traditional quality of our products, ingredients and services, but also for the effectiveness with which our companies, through their daily work, are able to tell the story of territories, biodiversity, technologies and process innovation. Today, with SIGEP Meets the World in Tokyo, we are delighted to receive further confirmation of this.”*

Also taking part are **Ilaria Cicero**, Global Exhibition Director, F&B Division at IEG and CEO of IEG Asia (Singapore), and **Mr Daiki HIRAO of Owill Co., Ltd.**, who shares his experience of SIGEP 2025 and the value of the event for Japanese industry professionals.

Japan is a market characterised by a strong focus on quality, innovation and supply-chain reliability. **In the first six months of 2026, Japanese imports of food and beverages from Italy reached €467 million.** Significant increases were recorded in the categories most directly linked to SIGEP: roasted coffee +43.0%; bakery, pastry and biscuit products +38.2%; food preparations containing cocoa +25.2%; ice cream +0.5%.

Italy's presence is part of a market that values quality, specialisation and the ability to innovate across the entire value chain: from raw materials to ingredients, from machinery to equipment, through to services and new solutions for professional foodservice.

*“Japan is a benchmark market for those competing on quality and the ability to innovate. The first-half data show particularly positive momentum in several categories at the heart of SIGEP. For Italian companies, the event is a platform for presenting not only products, but*

also technologies, expertise and solutions across the entire supply chain. Our goal is to encourage an increasingly qualified presence of Japanese buyers and industry professionals in Rimini and to turn interest in Made in Italy into lasting business relationships.”, says **Gianpaolo Bruno, Director of the ITA Office in Tokyo**.

“SIGEP Meets the World in Tokyo is a strategic stage in SIGEP World’s internationalisation journey. Japan is one of the most sophisticated markets in the Asia-Pacific region and a natural counterpart for supply chains that combine quality, technology and innovation. Together with the Italian Trade Agency, we want to connect Italian suppliers more directly with Asian buyers and industry professionals, creating concrete opportunities for business, partnerships and growth.”, says **Ilaria Cicero, Global Exhibition Director, F&B Division at IEG and CEO of IEG Asia (Singapore)**.

With **more than 60 participants** including members of the press, experts and industry professionals, and with the involvement of the **Japan Pastry Association**, the networking evening aims to strengthen Japanese participation at SIGEP World 2027 and promote new collaborations among companies, distributors and professional operators, highlighting the complementary strengths, expertise and innovation capabilities of the two systems.

## STATISTICAL DATA

Japan: imports from Italy

**Selected categories: food preparations containing cocoa; bakery, pastry and biscuit products; roasted coffee; ice cream**

*Millions of euros and percentages*

| Main SIGEP product categories       | January - June |            | Share of total (%) |              | Var. %      |
|-------------------------------------|----------------|------------|--------------------|--------------|-------------|
|                                     | 2025           | 2026       | 2025               | 2026         | 2026/2025   |
| food preparations containing cocoa  | 17             | 23         | 3,5                | 4,9          | 25,2        |
| bakery, pastry and biscuit products | 10             | 13         | 2,0                | 2,8          | 38,2        |
| roasted coffee                      | 4              | 6          | 0,9                | 1,3          | 43,0        |
| ice cream                           | 4              | 4          | 0,8                | 0,8          | 0,5         |
| <b>Total food and beverages</b>     | <b>487</b>     | <b>467</b> | <b>100,0</b>       | <b>100,0</b> | <b>-4,2</b> |

Source: TDM – Trade Data Monitor

## Press contacts:

ITA Office in Tokyo

Director: Gianpaolo Bruno

tokyo@ice.it