



press release

SIGEP WORLD 2027, IEG LAUNCHES THE GLOBAL CHALLENGE: TWICE AS MANY INTERNATIONAL BUYERS WITH SPECIAL EXPERIENCES

- *The 48th edition of IEG's event at Rimini Expo Centre from 23rd to 27th January 2027*
- *Gelato consumption, AIG: the Italian summer saw a 2% increase in volume compared with 2025, driven by seaside resorts (+12%)*
- *Following SIGEP Asia in Singapore and SIGEP Meets the World's 8 global stops, spotlights also on technology, equipment, innovation and the announcement of VIETNAM as Guest Country*

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Rimini, 14th September 2026 – To double up on the number of top buyers by going from 502 in 2026 to around 1,000: this is the aim of SIGEP World, thanks to the increased commitment of the ICE Agency and MAECI for the 2027 edition, which will unite the finest names in gelato, pastry, bakery, pizza, chocolate and coffee.

The 48th edition of the Italian Exhibition Group (IEG) event, to be held at Rimini Expo Centre from 23rd to 27th January 2027 will build on the 2026 figures: 1,300 brands, 138,000 square metres, 30 halls, operators from 160 countries (almost one in four visitors from abroad) and a 33% increase in foreign exhibitors. The 502 top buyers from 74 countries, brought in thanks to the Italian Trade Agency (ICE) and the Ministry of Foreign Affairs and International Cooperation (MAECI), generated 5,851 business meetings. In 2027, focus will be on retail chains, travel catering, the luxury hospitality sector and, with a new Guest Country, an International Pavilion, foreign delegations and international business matchmaking.

«Doubling up on top buyers with special experiences marks a transformation of SIGEP World,» says Ilaria Cicero, Global Exhibition Director of IEG's Food & Beverage Division and CEO of IEG Asia (Singapore). «SIGEP is now a global network that builds relationships between businesses, markets and cultures all year round. Its offer range embraces the entire supply chain, from raw materials to the most advanced technologies.»

THE ITALIAN SUMMER'S GELATO FIGURES

Of all the sectors featured at SIGEP World, gelato is still central, and the figures confirm the sector's importance. According to **Claudio Pica**, General Secretary of **AIG, the Italian Gelato-makers' Association** (with over 3,800 member businesses), **the average increase in gelato consumption** in terms of volume is estimated at **+2%** compared with the 2025 tourist season. *«We can divide Italy into three areas: seaside resorts saw a 12% growth compared with 2025, whilst this figure was around 8% in residential areas. As for major cities, we're looking at an increase of around 1%. With this year's scorching heat, the preference for afternoon consumption was for granitas and sorbets.»* She then added: *«It should, however, be pointed out that gelato parlour profitability has fallen by 6% due to the "heat tax", which increased electricity and cooling costs, as well as the cost of skilled labour.»*

NO LONGER JUST A TRADE SHOW: SIGEP IS A GLOBAL NETWORK

The SIGEP brand has now become an international network with events across three continents and a community that engages all year round. In July, **SIGEP Asia** returned to the Marina Bay Sands Expo in Singapore with the Gelato World Cup – Asia Selection. **SIGEP USA** will be back in the United States from 13th to 15th April 2027, whilst **SIGEP China** will take place in Shanghai in June 2027. Following stops in Chicago, São Paulo, Ho Chi Minh City and Tokyo, **SIGEP Meets the World**, which targets potential exhibitors, buyers and the media, will be in Warsaw, Istanbul, Munich and Paris, in collaboration with the Italian Trade Agency and Chambers of Commerce. The strategy is rounded off by **SIGEP Ambassadors**, including the Gelato World Cup winners who are active in key markets.

The big news for 2027 will be **Vietnam's participation as Guest Country**, a nation that is one of the most dynamic markets in the global foodservice sector: **the out-of-home sector is, in fact, expected to reach 45.2 billion dollars** by 2031 (up from 24.8 in 2025, a 10% annual increase). It is **the world's second-largest coffee producing country** and the leading exporter of Robusta with exports up by 58.8%. In collaboration with the Italian Trade Agency and ICHAM, the project will bring a government delegation and new qualified buyers to Rimini.

The figures confirm the importance of exports and, consequently, of SIGEP World's global network. According to **ICE-Eurostat**, in **the first quarter of 2026**, Italian gelato exports had already risen by 19% compared with the same period in 2025 (121 million euros compared with 102). From Australia (Oceania's gelato exports totalled €8.8 million) to the world's most dynamic markets, an ever-greater number of Italian gelato businesses are experiencing substantial growth. **Gelato Messina**, a renowned Australian artisan gelato parlour, is an Italian excellence success story that has recorded a 3-5% growth over the last five years. *«It has been another excellent year for us and the gelato market in Australia has reached its peak in terms of strength and competitiveness,»* reiterated founder **Nick Palumbo**.

TECHNOLOGY AND EQUIPMENT: THE ENTIRE SUPPLY CHAIN AT RIMINI

The technology sector at SIGEP World includes the **Kitchen Equipment Hub**, a global showcase for foodservice technologies, and the **Digital District** for robotics, AI and digital services. New features will include **"The Orbital Kitchen"** with BEX (Beyond Exploration Expo, an event also organised by IEG), an AI-powered kitchen with smart solutions that can be replicated on Earth; water purification systems; and pasta-making machinery. An EFCEM-ANIMA advisory board will be holding discussions at the show with European industry associations.

EXPERIENTIAL EVENTS

SIGEP World will see the debut of a new concept for fine pastry-making and coffee for the luxury hospitality sector featuring international executives and pastry chefs. **Vision Plaza** will host the **SIGEP Vision** think tank. The **Sustainability District** will be staging a symposium and a cupping area, whilst the **Gelato World Cup – Europe Selection** will be back with 8 nations competing for a place in the 2028 final. Then there will be **Bread in the City – Bakery World Cup** with the Richemont Club and the 7 Italian Barista Championships organised with the **SCA**, valid for the World Coffee Events. The **Pizza Club** will be hosting prominent figures and events such as 50TOP Pizza. Last but not least, **SIGEP Academy** – a day specifically for students – Discover Gelato with UIF and ACOMAG, and the **SIGEP Youth** Competition will be further coveted events.

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FOCUS ON

Italian Exhibition Group S.p.A., a joint stock company listed on Euronext Milan, a regulated market organised and managed by Borsa Italiana S.p.A., has, with its facilities in Rimini and Vicenza, achieved national leadership over the years in the organisation of trade shows and conferences. The development of activities abroad - also through joint-ventures with global or local organisers, in the United States, United Arab Emirates, Saudi Arabia, China, Mexico, Germany, Singapore, Brazil, for example - now sees the company positioned among the top European operators in the sector.

This press release contains forecasted elements and estimations that reflect current management opinions ("forward-looking statements") especially regarding future managerial performances, investments, cash flow trends and financial organization evolution. By nature, forward-looking statements have an element of risk and uncertainty since they depend on future events. The effective results may therefore differ, even significantly, to those announced due to multiple factors including, merely by way of example: the catering market's foreign trends and tourist flows in Italy, market trends in the gold-jewelry industry and in the green economy; developments in the price of raw materials; general macro-economic conditions; geo-political factors and changes in the legislative framework. Furthermore, the information in this press release does not claim to be complete, nor has it been verified by independent third parties. The forecasts, estimations and objectives presented herein are based on information available to the Company at the press release issue date