



ORGANIZED BY

**ITALIAN
EXHIBITION
GROUP**
Providing the future

IN COLLABORATION WITH

 **ITA**[®]
Ministero degli Affari Esteri
e della Cooperazione Internazionale
ITALIAN TRADE AGENCY
madeinitaly.gov.it

*press release
(English translation)*

ITALY, IEG TOWARDS SIGEP WORLD 2026: THE FOODSERVICE INDUSTRY AUTHORITY IS GROWING. ALL THE LATEST UPCOMING IDEAS

- **The Italian Exhibition Group event will be back at Rimini Expo Centre from 16-20 January 2026 with a strategy aimed at attracting top foreign buyers**
- **Gelato, the Italian frozen dessert, on global menus with “Gelato Meets Chains” while the pizza supply chain consolidates with “Pizza (R)evolution” alongside other supply chains**
- **High-end hospitality and bars of the future take centre stage with Luxury Hotel Food Experience and Innovation Bar: direct dialogue with premium hospitality players**
- **India Guest Country 2026 and an even more ambitious global strategy strengthen SIGEP World's positioning thanks also to additional air connections**

<https://www.sigep.it/en>

Rimini (Italy), 3 July 2025 - Steady growth and an international air: **SIGEP World** is not just a B2B trade show. It is the meeting point for those who do business, anticipate trends, and build the future of foodservice excellence.

The road to **SIGEP World 2026 - The World Expo for Foodservice Excellence**, organized by Italian Exhibition Group, is open: the international appointment with the very best of gelato, pastry, chocolate, coffee, bakery and pizza will be back at **Rimini Expo Centre (Italy)** with a new duration period from **Friday 16th to Tuesday 20th January**. In 2025 the show hosted 1,300 exhibiting brands from 33 countries in 30 halls, welcoming an audience of professional operators from as many as 160 countries. For 2026, the internationalization strategy will be further strengthened with a focus on involving **large global chains and high-potential buyers**. The 2026 edition will aim straight for internationalization with a strategy designed to attract the industry's big decision makers. It will begin in Madrid, where the **SIGEP World roadshow** aimed at the Spanish foodservice business community will be staged at the Italian Embassy on November 6th. Meanwhile, in support of growing international interest, **additional direct air connections to Rimini** have been introduced **between Munich and Spain. India, Guest Country** of the 2026 edition, will be playing a leading role: a qualified delegation of buyers, media and institutional representatives will attend the event, contributing towards developing strategic relationships with the entire exhibition chain.

GELATO, A STRATEGIC ASSET FOR GLOBAL FOODSERVICE

Gelato will be the protagonist of a strategic project: **Gelato Meets Chains**. Prior to the show, selected buyers will participate in **webinars and digital meetings** to learn about the opportunities that gelato has in modern foodservice. A **strategic guide**, compiled together with the UIF and ACOMAG associations, will illustrate the economic, operational and image advantages of including gelato on menus. The show will also make room for **business matchmaking** with **speed dates and one-on-one**

meetings. All supported by the “**What is Gelato?**” digital campaign, which aims to connect the Italian artisan gelato supply chain with major international groups in the restaurant, hotel and retail chains.

PIZZA: FROM NEW ENTRY TO A SHOW CORNERSTONE

After the pizza supply chain’s debut at SIGEP World 2025, the sector will be back on centre stage at the 2026 edition with **Pizza (R)evolution**, a project capable of divulging new synergies between ingredients, technologies and consumption formats.

SIGEP WORLD RAISES THE CURTAIN ON HOSPITALITY AND NEXT-GEN BARS

The most exciting new features at the 2026 edition will include a special focus on the world of **high-end hospitality** and **bars of the future**. The *Luxury Hotel Food Experience*, a new project that will showcase the very best of tableware, is an experience designed to create direct dialogue with top buyers from leading international hotel chains.

It will be accompanied by **Innovation Bar**: an immersive area that will describe the evolution of the global coffee shop, including specialty coffees, artificial intelligence, robotic solutions and new taste languages.

SIGEP WORLD, THE ARTISAN FOODSERVICE INDUSTRY AUTHORITY

High-impact content, strategic vision and connections: with **SIGEP Vision**, the “**Lorenzo Cagnoni**” **Innovation Award**, an **international area specifically for start-ups** and talks with key players on the global scene.

THE RETURN OF THE BIG INTERNATIONAL COMPETITIONS

Sigep World 2026 will be re-staging two events that draw the attention of the international business community: the **Gelato World Cup**, the only competition in the world that sees the world's best gelato masters up against each other; and the **Juniores Pastry World Cup**, where pastry’s young talents compete in a contest that combines training, passion and global visibility.

SIGEP ITALIAN EXHIBITION GROUP PRESS CONTACTS

head of media relations & corporate communications: Elisabetta Vitali; **press office manager:** Marco Forcellini, Pier Francesco Bellini; **press office specialist:** Mirko Malgieri

international press office coordinator: Silvia Giorgi; media@iegexpo.it

MEDIA AGENCY SIGEP: Mind The Pop

Martina Vacca: martina@mindthepop.it, mob. +39 339 748 4994; Fabrizio Raimondi: fabrizio@mindthepop.it, mob. +39 335 389 848; Benedetto Colli: benedetto@mindthepop.it, mob. 380 371 2272; Stefano Chiossi: stefano@mindthepop.it, mob. + 39 388 739 4358.



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 forecast elements and estimates that reflect the management's current opinions ('forward-looking statements'), particularly regarding future management performance, realization of investments, cash flow trends and the evolution of the financial structure. For their very nature, forward-looking statements have a component of risk and uncertainty, as they depend on the occurrence of future events. The effective results may differ (even significantly) from those announced, due to numerous factors, including, only by way of example: food service market and tourist flow trends in Italy, gold and jewellery market trends, green economy market trends; the evolution of raw material prices; general macroeconomic conditions; geopolitical factors and evolutions in the legislative framework. Moreover, the information contained in this release, does not claim to be complete, and has not been verified by independent third parties. Forecasts, estimates and objectives contained herein are based on the information available to the Company as at the date of this release.