

# SIGEP

CHINA

## 深圳国际手工冰淇淋、烘焙及咖啡展览会

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

2024  
04.24-26

深圳会展中心(福田)

Shenzhen Convention &  
Exhibition Center (Futian)

同期举办  
IN CO-LOCATION WITH



世界食品(深圳)博览会

主办单位  
ORGANISED BY



koelnmesse

# EXHIBITION INTRODUCTION

## 展会介绍



承袭意大利SIGEP-The Dolce World Expo，全球领先致力于甜品烘焙和咖啡餐饮业的B2B展会40年甜蜜事业，SIGEP China于2023年5月10-12日正式登陆中国市场。作为整个行业创新的参考点，为华南及大湾区市场显著的消费势能和商业交流机会提供360度的甜点和咖啡视界，以意式手工冰淇淋、烘焙、糕点、巧克力、咖啡五大板块为着力点，将新产品、新技术、新趋势和新形式集中展示，为行业呈现出契合市场需求的完整业态和发展空间。

Inheriting from SIGEP-The Dolce World Expo organized by Italian Exhibition Group in Rimini-Italy, a leading B2B exhibition for Gelato, Pastry, Bakery, Chocolate and the Coffee industry for over 40 years. SIGEP China was officially launched in the Chinese market this year, it brought a 360-degree visual and taste experience to the South China and Greater Bay Area markets. SIGEP China will showcase new products, technologies, trends, and formats, mapping out a complete industry landscape and development space that meets market demands.

KEY FIGURES

### THE VISITORS

## 观众综合数据

# 25,703

PROFESSIONALS

INCLUDING 28 COUNTRIES AND REGIONS

名专业观众来自28个国家及地区

# 213

OVERSEAS VISITORS

FROM 27 COUNTRIES

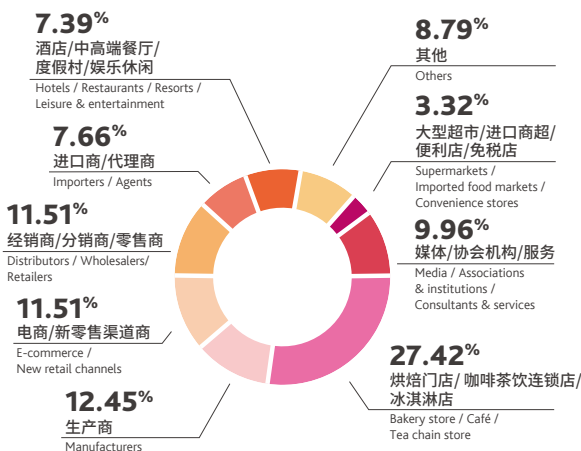
来自27个国家的213名海外观众

# 40%

PROFESSIONAL VISITORS

ARE DECISION MAKERS

40%的专业观众是决策者



# 378

PROFESSIONAL

BAKER/PASTRY/GELATO CHEFS

378名烘焙师、

西点师、冰淇淋师

KEY FIGURES

## THE EXHIBITORS

# 展商综合数据

# 100+

BRANDS

WITH 43% INTERNATIONAL

100+家知名品牌参展(海外占比43%)

# 15

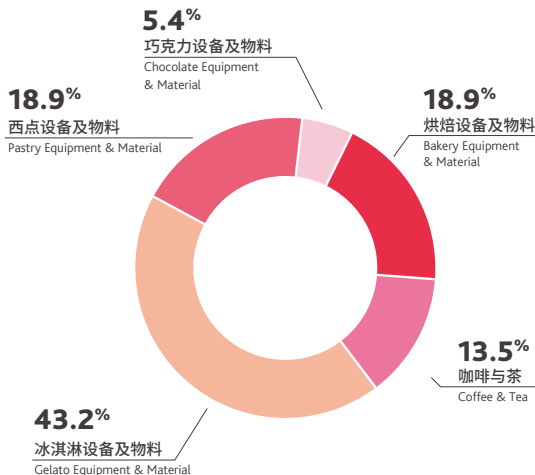
INTERNATIONAL COUNTRIES  
AND REGIONS

15个国家及地区参展

# 35,000m<sup>2</sup>

COVERING 2 HALLS

2个展厅,全覆盖面积35,000平方米



KEY FIGURES

## THE PROMOTIONS

# 宣传综合数据

# 50+

PROFESSIONAL MEDIA

50+家专业合作媒体

# 6,070,846

IMPRESSIONS FROM

129 COUNTRIES AND REGIONS

来自129个国家及地区的曝光次数



# 179,182

USERS FROM

ALL OVER THE WORLD

179,182名来自全球的用户

# 128

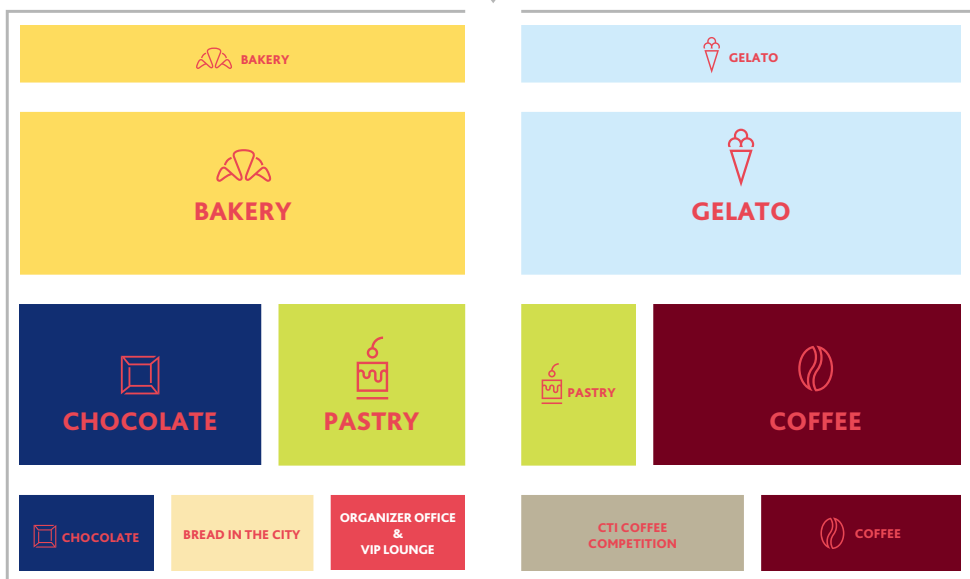
INTERNATIONAL COUNTRIES  
AND REGIONS

128个国家及地区访问网站


2024


5 SECTIONS  
FULLY UPGRADED  
全新布局


Entrance & Exit  
出入口



 COFFEE AREA  
咖啡设备及物料专区

 BAKERY AREA  
烘焙设备及物料专区

 PASTRY AREA  
西点设备及物料专区

 GELATO AREA  
冰淇淋设备及物料专区

 CHOCOLATE AREA  
巧克力设备及物料专区

# PART OF EXCELLENT EXHIBITING BRANDS

## 往届参展品牌



\* SELECTED BRANDS IN 2023, IN NO PARTICULAR ORDER.

以上排名不分先后

4 SECTIONS  
FULLY UPGRADED IN 2024  
2024全面升级



**R** 现场重塑  
**EVAMP**

全新的形象空间

REDEFINING SPACES  
WITH A NEW IMAGE

**D** 数字工具  
**DIGITAL TOOL**

让一切参与更加便利

STREAMLINING ACCESSIBILITY  
FOR ALL ENGAGEMENTS

**E** 活动中心  
**VENT AREA**

行业最新趋势和交流

CONNECTING WITH INDUSTRY TRENDS  
AND NETWORKING OPPORTUNITIES

**C** 交流中心  
**COMMUNO HUB**

提供便利给到展商和买家

EMPOWERING EFFORTLESS INTERACTIONS  
FOR EXHIBITORS AND TRADE BUYERS

MULTI-DIMENSIONAL EXPOSURE MADE EASY

专业的平台:多维度曝光渠道



**100+**

ONSITE MEDIA REPORTS

100+家现场媒体报道

**1,200**

NEW PRODUCTS

新产品的数量

**21**

ONSITE

LIVE BROADCASTS

21场现场直播

**27,000+**

IMPRESSIONS FROM  
ONLINE MEDIA

线上媒体曝光次数

**92.8%**

VISITORS SATISFIED  
WITH THEIR VISIT

观众满意度达到**92.8%**

**TOP 5  
VISITORS'  
COUNTRIES**

|          |              |       |
|----------|--------------|-------|
| <b>1</b> | China        | 中国    |
| <b>2</b> | Italy        | 意大利   |
| <b>3</b> | Malaysia     | 马来西亚  |
| <b>4</b> | Saudi Arabia | 沙特阿拉伯 |
| <b>5</b> | USA          | 美国    |

EXCLUSIVE EVENTS & FORUM

精彩活动&论坛



**3** 个活动区域  
SIGEP CHINA ARENA

**100+** 位行业大咖  
MASTERS





## 1 项国际赛事 INTERNATIONAL COMPETITIONS

国际城市面包赛(中国区选拔赛)  
BREAD IN THE CITY  
(CHINA REGION SELECTION)

NEW

## 4 大活动 EXCLUSIVE EVENTS & FORUMS

国际城市面包赛(中国区选拔赛)  
BREAD IN THE CITY  
(CHINA REGION SELECTION)

烘焙、咖啡及新茶饮发展论坛  
FORUM ON DEVELOPMENT OF  
BAKERY, COFFEE, AND NEW TEA BEVERAGES

CTI 咖啡拉花比赛  
CTI LATTE ART DUEL

CTI 咖啡冲煮比赛  
CTI BREWING FOR FUN



## BREAD IN THE CITY (CHINA REGION SELECTION) 国际城市面包赛 (中国区选拔赛)

NEW

2024 国际城市面包赛(中国区选拔赛), 旨在召集国内烘焙师, 最终组队飞往2025年的SIGEP Rimini,与来自世界各地的队伍同台竞技, 展开一场关于面包技术的交流与比赛。这个比赛和其他比赛不同的是, 它是烘焙经营店中实际可售卖的角度来设计比赛的产品类别, 且比赛过程中也充分考虑到选手在8小时比赛中如何尽可能地能够生产多少烘焙制品, 通过这些考量设计及选手的技艺来综合使比赛更加有不同的看点及实用性。

The 2024 Bread In The City (China Region Selection) aims to bring together local bakers to form teams and compete in the finals in 2025 SIGEP Rimini. Teams from all over the world will also participate, engaging in an exchange and competition of bread-making techniques. What makes this competition unique is its emphasis on creating product categories that can be successfully sold in real bakery shops. Moreover, the competition takes into account the participants' ability to efficiently produce a wide variety of bakery products within a limited 8-hour timeframe. By considering these factors, the competition's design and the skills of its participants are combined to ensure diversity and practicality.

## CTI LATTE ART DUEL CTI 咖啡拉花比赛

## CTI BREWING FOR FUN CTI 趣味冲煮赛

**60** CONTESTANTS  
参赛选手

**7** JUDGES  
专业裁判

**10** PARTNERS  
合作方



# FORUM ON DEVELOPMENT OF BAKERY, COFFEE, AND NEW TEA BEVERAGES

## 烘焙、咖啡及新茶饮发展论坛



**605** PROFESSIONAL VISITORS  
专业听众

**20** MASTERS  
行业大咖

**19** PARTNERS  
合作方

**21** MEDIAS  
专业媒体





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2024年4月24-26日 | 深圳会展中心(福田)



类型 | Booth Type

International (EUR)

国内区 (人民币)

标摊 Shell Scheme

335 / sqm

1,950元/平米

光地 Raw Space

275 / sqm

1,500元/平米

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