

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



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

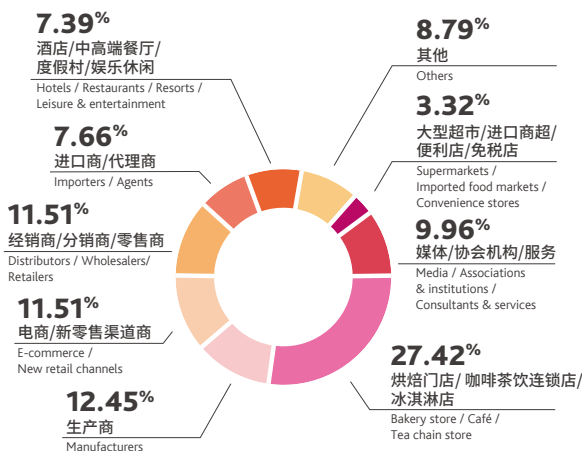
PROFESSIONALS
INCLUDING 28 COUNTRIES AND REGIONS
名专业观众来自28个国家及地区

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

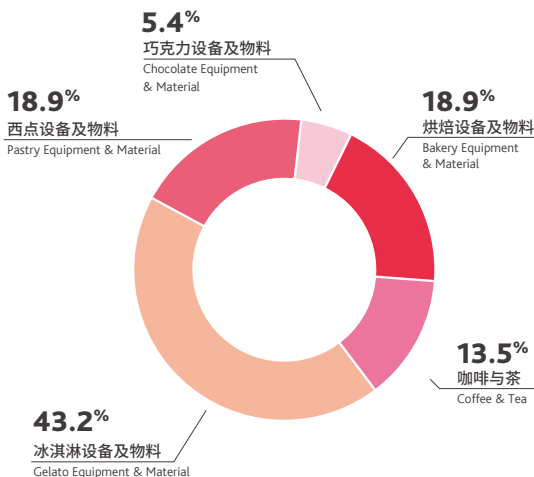
INTERNATIONAL COUNTRIES
AND REGIONS

15个国家及地区参展

35,000m²

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

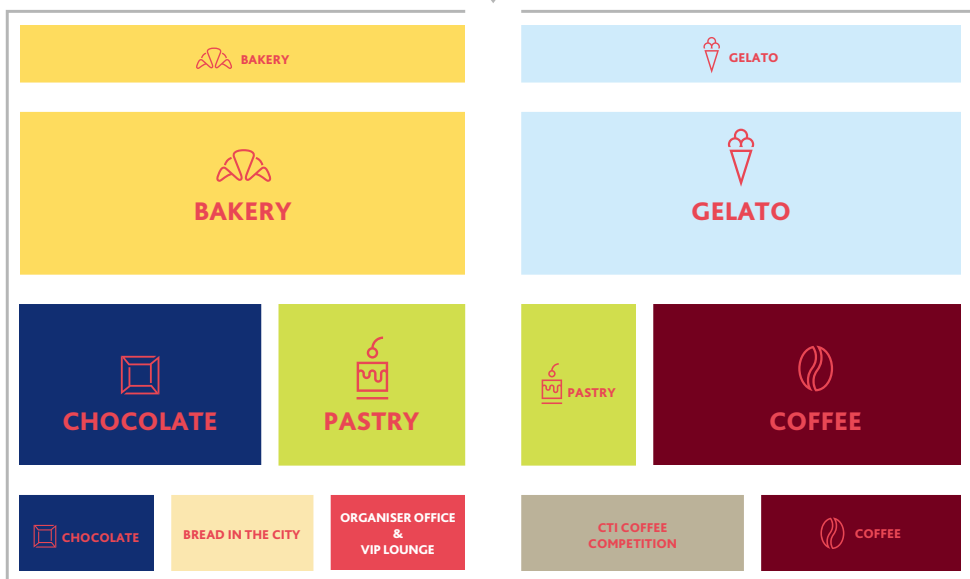
128个国家及地区访问网站




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**

1	China	中国
2	Italy	意大利
3	Malaysia	马来西亚
4	Saudi Arabia	沙特阿拉伯
5	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 COMPETITION

Bread in the City - 国际烘焙大赛
(中国区选拔赛)
BREAD IN THE CITY - INTERNATIONAL BAKING
COMPETITION (CHINA REGION SELECTION)

4 大活动 EXCLUSIVE EVENTS & FORUMS

Bread in the City - 国际烘焙大赛
(中国区选拔赛)
BREAD IN THE CITY - INTERNATIONAL BAKING
COMPETITION (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 - INTERNATIONAL BAKING COMPETITION (CHINA REGION SELECTION)

国际烘焙大赛 (中国区选拔赛)

本次中国区选拔赛，将召集全国各地的面包师和披萨高手云集深圳SIGEP China展会现场，两两组队展示他们精湛的制作技艺。本次赛事获胜团队将代表中国直飞意大利，参加2025年Bread in the City - 国际烘焙大赛全球总决赛。

该项赛事为团队赛，每支队伍均由2名选手组成，其中一名选手担任队长作为每队唯一可以与评审沟通的人。

The Bread in the City - International Baking Competition (China Region Selection) will bring together bakers and pizza makers from China to showcase their skills in the art of baking in Shenzhen. The winning team will fly with the organisers to SIGEP Rimini 2025 in Italy to compete with teams from all over the world in an exchange and competition on baking skills.

The competition is a team competition where each team consists of 2 contestants, with one of the contestants acting as the captain as the only person on each team who can communicate with the judges.

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





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

联系我们 | Contact us

国内 | Domestic

Mr. Steven Shen Tel.: 15821863599

E-mail: steven.shen@koelnmesse.cn

Ms. Crystal Ma Tel.: 13432066907

E-mail: crystal.ma@koelnmesse.cn

Ms. Sky Hong Tel.: 18501710073

E-mail: sky.hong@iegchina.com

国际 | International

Mr. Giacomo Alberti Tel.: +39.0541.744564/+39.348.8955128

E-mail: giacomo.alberti@iegexpo.it

Ms. Marta De Lorenzi Tel.: +339 0286961334

E-mail: marta.delorenzi@koelnmesse.it

Mr. Riccardo Castagna Tel.: +39 0286961340

E-mail: riccardo.castagna@koelnmesse.it

