

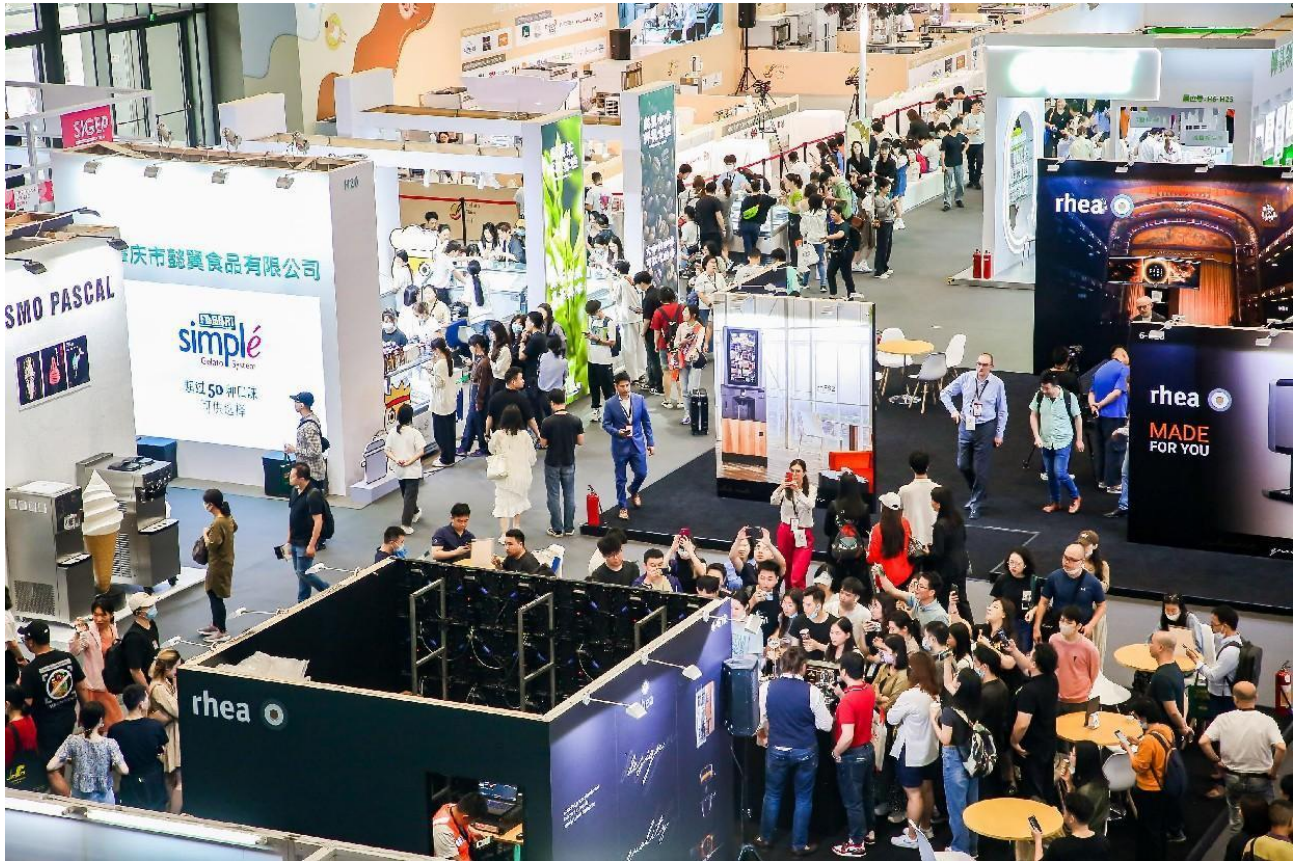
# POST SHOW REPORT 2023

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

深圳国际手工冰淇淋、烘焙及咖啡展览会

展 后 报 告





On 12 May, 2023, the three-day first Shenzhen International Handmade Gelato , Bakery and Coffee Exhibition ended perfectly at the Shenzhen World Convention and Exhibition Center (Baoan New Hall). In the whole exhibition, in conjunction with ANUFOOD China, the exhibitors covered the entire catering and hotel industry chain, and a total of 503 exhibitors from 30 countries and regions under one roof. Attracted a total of 25,703 professional visitors from 28 countries and regions around the world to meet this sweetness with us.

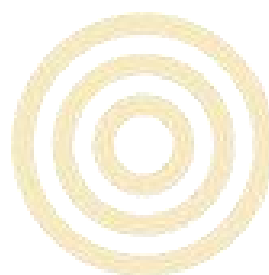
2023年5月12日，为期三天的第一届深圳国际手工冰淇淋、烘焙及咖啡展览会在深圳国际会展中心（宝安新馆）完美收官！整场展会，联合ANUFOOD China，参展商覆盖整个餐饮酒店产业链，共有来自全球**30**个国家和地区的**503**家展商同台亮相！三天展会，吸引了共计来自全球28个国家和地区的**25,703**名专业观众与我们一起遇见了这一份甜蜜！

崔国豪 Keith. Tsui  
董事总经理  
Managing Director  
科隆展览（北京）有限公司  
Koelnmesse (Beijing) Co., Ltd.



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### SUPPORTING PROGRAMME

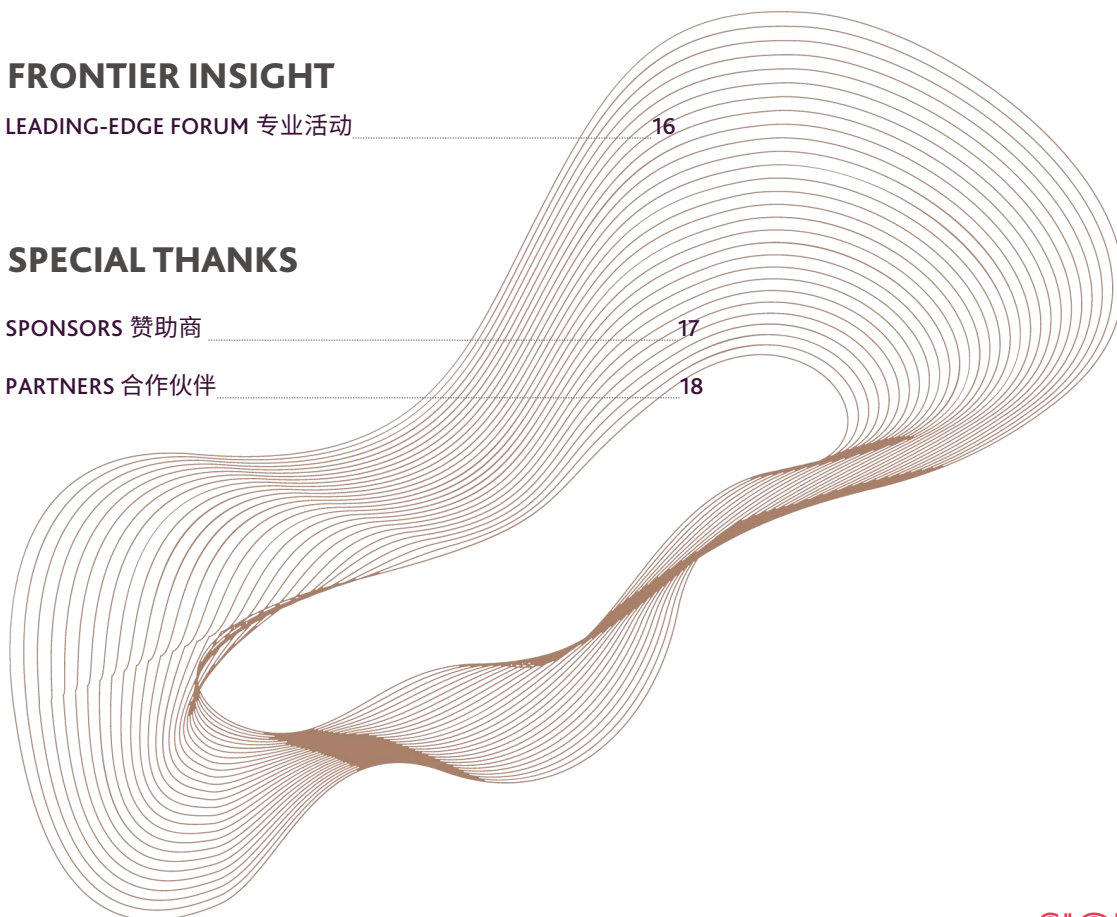
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## THE CATEGORIES

5大品类，呈意式甜蜜



冰淇淋设备及物料  
Gelato Equipment & Material



烘焙设备及物料  
Bakery Equipment & Material



咖啡设备及物料  
Coffee Equipment & Material



巧克力设备及物料  
Chocolate Equipment & Material



西点设备及物料  
Pastry Equipment & Material



**503****EXHIBITORS AND BRANDS**  
WITH 43% INTERNATIONAL**503**家知名品牌展商（海外占比**43%**）**15****INTERNATIONAL COUNTRIES**  
AND REGIONS**15**个国家及地区参展**35,000 M<sup>2</sup>****COVERING 2 Halls****2**个展厅，全覆盖面积**35,000**平方米**EXHIBITORS**  
**DISTRIBUTION**  
展商分布**43.2%**手工冰淇淋品类  
GELATO CATEGORY**18.9%**西点品类  
PASTRY CATEGORY**5.4%**巧克力品类  
CHOCOLATE CATEGORY**13.5%**咖啡品类  
COFFEE CATEGORY**18.9%**烘焙品类  
BAKERY CATEGORY**EXHIBITOR**  
**TESTIMONIAL**  
展商寄语

SIGEP China is a professional exhibition that can help us promote in the Chinese market. Buyers in the Chinese market tend to choose high-quality products. At this SIGEP China, we are proud to introduce our new generation of machine which is a concept applied on motors-the hybrid technology. We hope to present new technologies to the Chinese market at SIGEP China every year!

**Emanuele Franchi****Resident Manager with ICETEAM 1927**



# THE VISITORS

## 观众综合数据



# 378

### PROFESSIONALS

BAKER/PASTRY/GELATO CHEF

378名烘焙师、西点师、冰淇淋师

# 25,703

### TRADE VISITORS

FROM 28 COUNTRIES AND REGIONS

25,703名专业观众来自28个国家及地区

# 27

### COUNTRIES

BROUGHT 213 VISITORS

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

# 92.8%

### VISITORS SATISFIED

WITH THEIR VISIT

92.8%的观众满意度

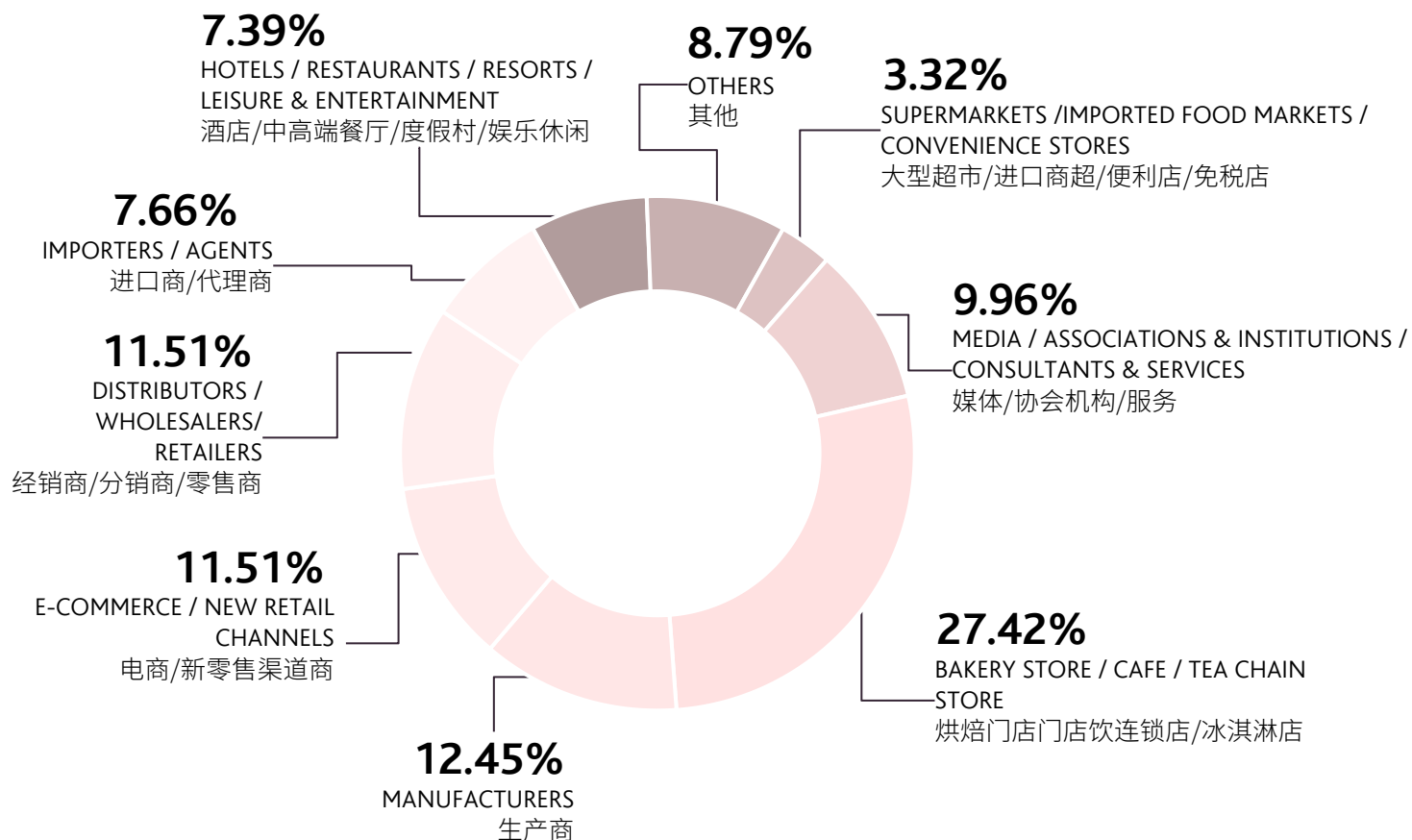


## TOP 5 VISITOR'S COUNTRIES

- |   |              |       |
|---|--------------|-------|
| 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    |

# THE VISITORS

## 观众综合分类





**50+****PROFESSIONAL MEDIA**

50+家专业合作媒体报道

**6,070,846****IMPRESSIONS FROM****128 COUNTRIES AND REGIONS**来自128个国家及地区的**百万**曝光**179,182****USERS FROM**

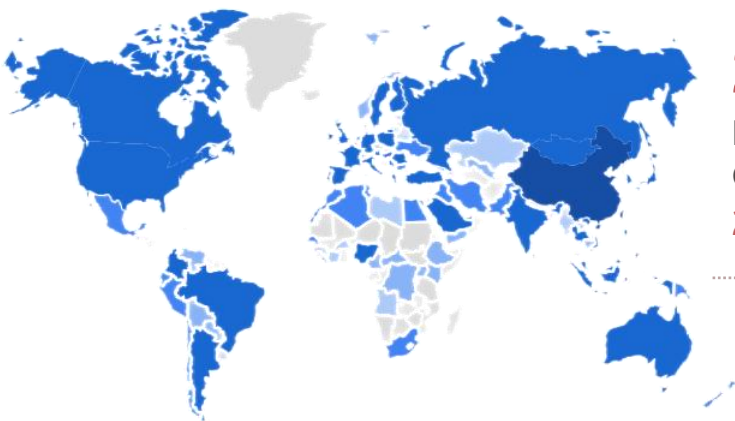
ALL OVER THE WORLD

179,182名来自全球的用户

**21****ONSITE**

LIVE BROADCASTS

21场现场直播

**27,000+****IMPRESSIONS FROM**

ONLINE MEDIA

27,000+线上媒体曝光次数



# GELATO WORLD CUP (CHINA REGION SELECTION)

## 冰淇淋世界杯(中国区选拔赛)



**53** | **CONTESTANTS**  
参赛选手

**12** | **PARTNERS**  
合作方

**23** | **JUDGES**  
专业裁判

**22** | **SPONSORS**  
赞助商

Gelato World Cup, which originated in 2003, is organized by Gelato e Cultura in cooperation and SIGEP (Italy), and has been successfully held every two years for nine years.

This is a team competition. Highly specialized teams of gelato makers, pastry chefs, western chefs and ice sculptors compete for glory. Gelato World Cup is one of the most anticipated events of SIGEP (Italy) and showcases the world's top gelato and pastry skills, with a wide range of creations in color, aroma, taste, meaning and shape.

Gelato World Cup冰淇淋世界杯源自2003年,由Gelato e Cultura与SIGEP(意大利)合作主办,每两年举办一次,目前已经成功举办了九届。此比赛采取团队赛制,是由冰淇淋师、西点师、西餐厨师和冰雕师组成的高度专业化团队,共同争夺荣誉的国际赛事。该比赛是SIGEP(意大利)中最受期待的活动之一, Gelato World Cup展示了世界上顶级的冰淇淋、西点技艺,色、香、味、意、形俱佳的作品更是不胜枚举。

### 2023 GCC Winners

牛奶基底&水基底冰淇淋  
MISTERY CREAM & MISTERY FRUIT  
JESSIE PAN  
潘晓荣

咸味冰淇淋、冰淇淋下午茶  
GOURMET GELATO & GELATO SNACKS  
WENJING BIAN  
卞文婧

冰淇淋蛋糕、冰淇淋艺术造型  
GELATO CAKE & GELATO WITH GLASSES  
WONG PUIWAI  
黄佩蕙

糖艺现场制作  
ARTISTIC PIECE IN CRUNCH  
XIUYU TANG  
唐秀予

# 2023 CTI LATTE ART DUEL

## CTI 咖啡拉花大赛



**36** | CONTESTANTS  
参赛选手

**11** | SPONSORS  
赞助商

**4** | JUDGES  
专业裁判

Aiming at conveying the concept of "a good-looking and delicious latte art coffee", the judges scored the works according to the four criteria of "colour, shape, art and taste". The competition has been held many times in Thailand, Singapore and other places. 2015 was the first show in China; in 2016, six competition areas were held every year; from 2019 to 2022, the competition system was continuously upgraded and innovated, and won unanimous praise from contestants and judges.

旨在传递“一杯好看又好喝的拉花咖啡”的理念，评委根据“色、形、艺、味”四项标准为作品打分。

比赛曾在泰国、新加坡等地多次举办。2015年是进入国内的首秀；2016年开始每年举办六个赛区的巡回赛；2019-2022年，赛制不断升级与创新，获得了参赛选手和评委的一致好评。

### 2023 LATTE ART Winners

拉花冠军： 鄢宇恒——有咖薯啡

拉花亚军： 温倩瑜（Pause it）

拉花季军： 王少波（深里圳约生活馆）

拉花殿军： 邓东（Heavy Local 在地酿造）

# 2023 CTI BREWING FOR FUN

## CTI 趣味冲煮赛



**24** | CONTESTANTS  
参赛选手

**3** | JUDGES  
专业裁判

**8** | SPONSORS  
赞助商

CTI Fun Brewing Competition referred to as BFF, Brewing For Fun aims to convey the concept of "interesting coffee is the best", by designing a fun brewing competition that integrates brewing skills, brewing strategies and on-the-spot adaptability, inspiring everyone to re-explore the passion for coffee brewing fun.

CTI趣味冲煮赛简称BFF， Brewing For Fun旨在传达“有趣的咖啡最好喝”之理念，通过设计一个综合冲煮技巧、冲煮策略与临场应变能力的趣味冲煮比赛，激发大家重新探索咖啡冲煮趣味性的热情。

### 2023 BREWING Winners

冲煮冠军： 陈梓轩（学生）

冲煮亚军： 罗海琪（Safari coffee）

冲煮季军： 伍俊荣（Cafe Gif）





# SIGEP China LEADING-EDGE FORUM

2 0 2 3 引 领 行 业 的 主 题 与 您 分 享

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

## 烘焙、咖啡及新茶饮发展论坛



**20** | **MASTERS**  
行业大咖

**21** | **MEDIAS**  
专业媒体

**19** | **PARTNERS**  
合作方

**605** | **PROFESSIONAL VISITORS**  
专业听众





# SIGEP China TNANKS ALL SPONSORS

感谢赞助商们的支持！

GELATO WORLD CUP (CHINA REGION SELECTION)

冰淇淋世界杯(中国区选拔赛)



2023 CTI LATTE ART DUEL

2023 CTI 咖啡拉花大赛



2023 CTI BREWING FOR FUN

2023 CTI 趣味冲煮赛



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

烘焙、咖啡及新茶饮发展论坛



# SIGEP China APPERCIATE YOUR PRESENT!

## 感谢所有嘉宾的支持以及付出!

GUEST OF GELATO WORLD CUP (CHINA REGION SELECTION)

### 冰淇淋世界杯(中国区选拔赛)——嘉宾



**GIANCARLO TIMBALLO**  
Gelato World Cup的  
创始成员之一  
One of the founding members of  
Gelato World Cup



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General Manager



**江定佳 Kenny Kong**  
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Singapore Pastry Alliance  
President mentor



**刘永忠 Yongzhong Liu**  
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President



**钱晓 Glen Qian**  
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Executive Pastry Chef



**黎柱 Kirsch Lai**  
新濠影汇  
Studio City  
Executive Sous Chef, Pastry



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Wowprime Corp  
R&D (Dessert) Project Manager



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J Hotel Shanghai  
Executive Pastry Chef



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Renaissance Suzhou  
Executive Chef



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Waldorf Astoria Xiamen  
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Galaxy Entertainment  
Pastry Chef  
China World chocolate master

GUEST OF 2023 CTI LATTE ART DUEL

### 2023 CTI 咖啡拉花大赛 ——嘉宾



**赵崇泽**



**廖建航**



**林基创  
Terry Lam**



**骆贤**

GUEST OF 2023 CTI BREWING FOR FUN

### 2023 CTI 趣味冲煮赛 ——嘉宾



**潘娟**



**张嘉蔚  
Sammul**



**麦雯蔚  
Kiwi**

# SIGEP China APPERECIATE YOUR PRESENT!

## 感谢所有嘉宾的支持以及付出!

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### 烘焙、咖啡及新茶饮发展论坛——嘉宾



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President



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SIGEP  
CHINA

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预，未来之甜

2024.4.17-19



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