

# SIGEP

Ufi  
Approved  
Event

[sigep.it](http://sigep.it)

*Business  
inspiration*

*Creativity  
Competitions*

**TRENDS**

*Global showcase  
Experimentation*

**New format**

*Investments  
Events*

*36<sup>th</sup> international  
exhibition*

for the  
**ARTISAN**  
production  
of gelato, pastry,  
confectionery  
and bakery

*17<sup>th</sup>-21<sup>st</sup>*

*January 2015*

*Rimini Italy*

**Sigep**  
**RIMINI**

Organized by

  **RiminiFiera**  
business space

Simultaneously with

 **AB tech expo**  
**BAKERY & TECHNOLOGIES**



# Sigep reconfirms its *world leadership*



The numbers  
of a success  
**173,904**

**+20.1%\***

VISITORS



**34,646**

FROM 5 CONTINENTS\*

**+32%\***

**110**  
thousand  
square metres of  
EXHIBIT SPACE

\*compared to Sigep +  
A.B. Tech Expo 2013

**1**

**IT IS THE ONLY TRADE-FAIR IN THE WORLD** where the **artisan gelato and confectionery supply chains** are fully represented: from premises to services, including the core business of technologies and ingredients.

**2**

**IT IS UNDISPUTED LEADER WHEN IT COMES TO TREND PRESENTATION**, innovative formats, events and competitions, with all the very best the world has to offer.

**3**

**IT HAS SOMETHING IN STORE FOR ALL INTERNATIONAL INDUSTRY OPERATORS** but also for big non-industry investors.

**4**

**IT IS THE MEETING VENUE FOR ALL SUPPLY CHAIN COMPONENTS:** shop managers, associations, manufacturers and the media.

**5**

**IT IS THE PREFERRED MEDIUM OF THE COMPANIES IN THIS SECTOR** to communicate with the market. In just a few seconds, Sigep can reach 200,000 operators worldwide with personalized means and messages.

**MEET YOUR BUSINESS PARTNER!**



# Comprehensive overview of all the *supply chains*

INGREDIENTS

TECHNOLOGIES

PACKAGING

FURNISHINGS and  
SHOWCASES

DECORATIONS

GELATO



PASTRY



CHOCOLATE



rimini  
Coffee expo  
COFFEE



B tech  
expo  
BAKERY



B tech  
expo  
PIZZA



Sigep

rimini  
Coffee  
expo

B tech  
expo  
BAKERY & TECHNOLOGIES

# The winning trends start *from Rimini*

*A showcase for the best of:*

- RAW MATERIAL AND INGREDIENTS • MACHINERY
- SYSTEMS • EQUIPMENT • FITTINGS
- PRODUCT PRESENTATION ACCESSORIES
- PACKAGING AND DECORATION • PROFESSIONAL TRAINING
- FRANCHISERS • SERVICES.

## PUBLIC PREMISES

- GELATO SHOPS
- PASTRY SHOPS
- CATERING CHAINS
- FRANCHISING • BARS
- CAFES • CHOCOLATE SHOPS
- HOTELS • PASTA MANUFACTURERS
- BAKERS
- PIZZERIAS • RESTAURANTS
- YOGHURT SHOPS

## DISTRIBUTION CHAIN

IMPORT/EXPORT  
WHOLESALE  
DEALERS/RETAILERS  
PURCHASE GROUPS  
LARGE-SCALE DISTRIBUTION



PROFESSIONAL  
ONLY

INTERNATIONAL  
INVESTORS  
AGRO-FOOD  
CHAIN

MEDIA  
PROFESSIONAL  
INSTITUTES

## To boost your Business



**SISTEMA SIGEP**  
permanent platform for  
the internationalization  
of the gelato supply  
chain.

A project that offers concrete support to anyone wanting to open a gelato parlour abroad (country dossier, funds, location).

[www.sistemasigep.com](http://www.sistemasigep.com)

### TOP BUYER FROM 5 CONTINENTS

Meeting platform  
aimed at sales with  
selected buyers  
worldwide



**Sigep** **NÉO**

THE DIRECT LINE FOR NEW  
ENTREPRENEURS

### SIGEPNÉO

The program dedicated  
to future Italian and  
foreign industry  
entrepreneurs

**SIGEP BOOST**  
Hit the target with your  
customer!

Exploit the 200,000 Sigeper contacts all year round to expand your business.

[www.sigepprimini/boost](http://www.sigepprimini/boost)

**SIGEP**  
**BOOST**  
YOUR TRADE-FAIR  
PARTICIPATION BOOSTER



# TRENDS *Creativity* Events Competitions

## PASTRY EVENTS

JUNIORES PASTRY WORLD CUP



SENIORES  
Italian Pastry Championship



JUNIORES / QUEEN  
Italian Pastry Championship



WORLD CHOCOLATE MASTER  
Italian selection



GELATO D'ORO  
Italian selection



PASTRY INTERNATIONAL FORUM  
& CAKE DESIGN



BAKERY EVENTS  
new edition



ITALIAN BARISTA  
CHAMPIONSHIPS



SIGEP ACADEMY

**Sigep**  
Academy  
the world's biggest  
artisan confectionery  
school

During Sigep, over 500 multilingual  
training events on the stands

*In focus*  
*of all*  
**MEDIA**

**2.200.000**  
facebook contacts



**68.000**  
connected users during  
the 5 fair days  
**23%**  
from abroad

**600**  
accredited  
journalists

over  
**100.000**  
on twitter



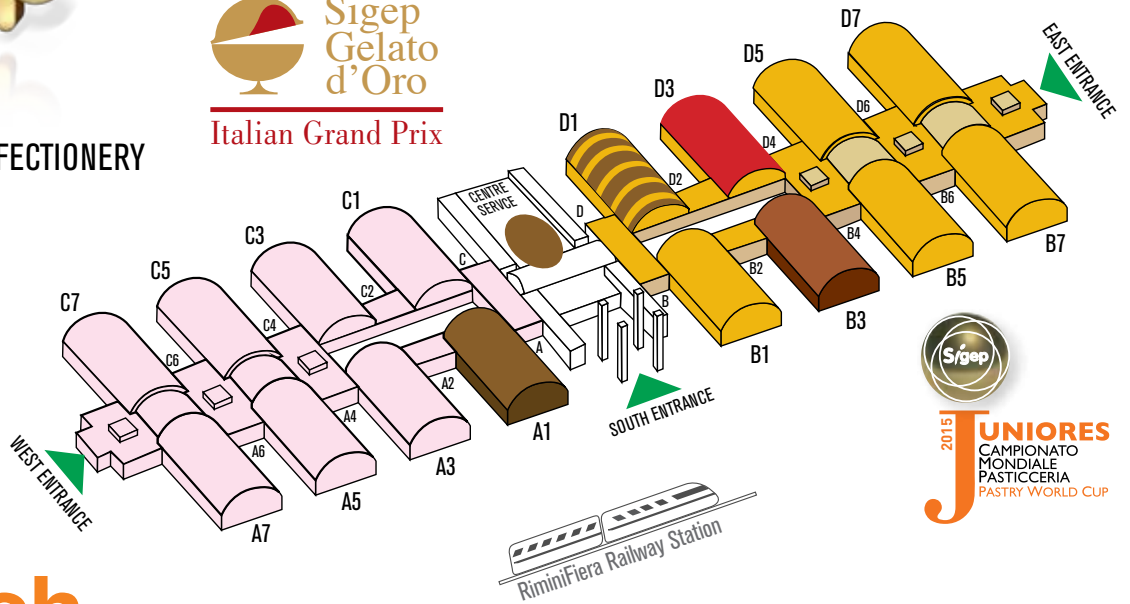
**134**  
million  
Media  
contacts

**300.000**  
contacts on  
www.sigep.it during  
the last ten days before  
the event

# Sigep

**Sigep**  
Gelato  
d'Oro  
Italian Grand Prix

-  GELATO
-  BAKERY AND CONFECTIONERY
-  CHOCOLATE
-  COFFEE
-  **RHEX**  
RIMINI  
HORECA EXPO



**2015 JUNIORES**  
CAMPIONATO  
MONDIALE  
PASTICCERIA  
PASTRY WORLD CUP

Simultaneously with

**ABtech**  
expo  
BAKERY & TECHNOLOGIES

In collaboration with:

GELATO								
	PASTRY							
		BAKERY						
			COFFEE					

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Organized by  
**RiminiFiera**  
business space

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*sigep.it*

