

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

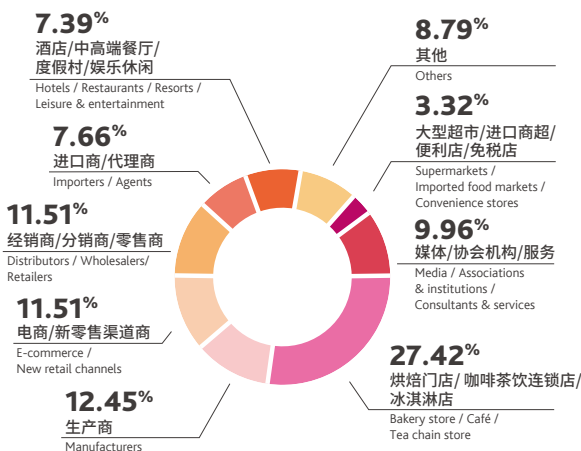
来自27个国家的213名海外观众

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

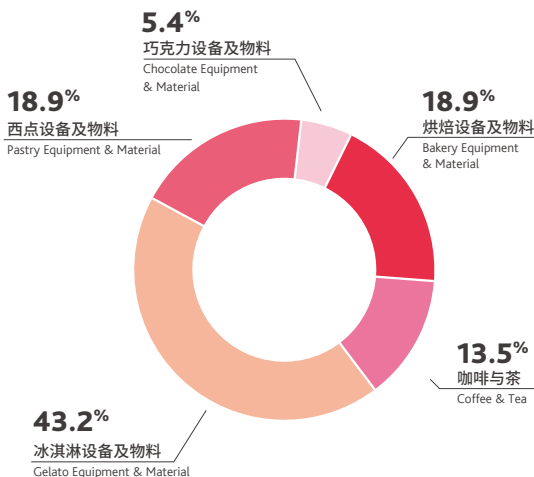
INTERNATIONAL COUNTRIES
AND REGIONS

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

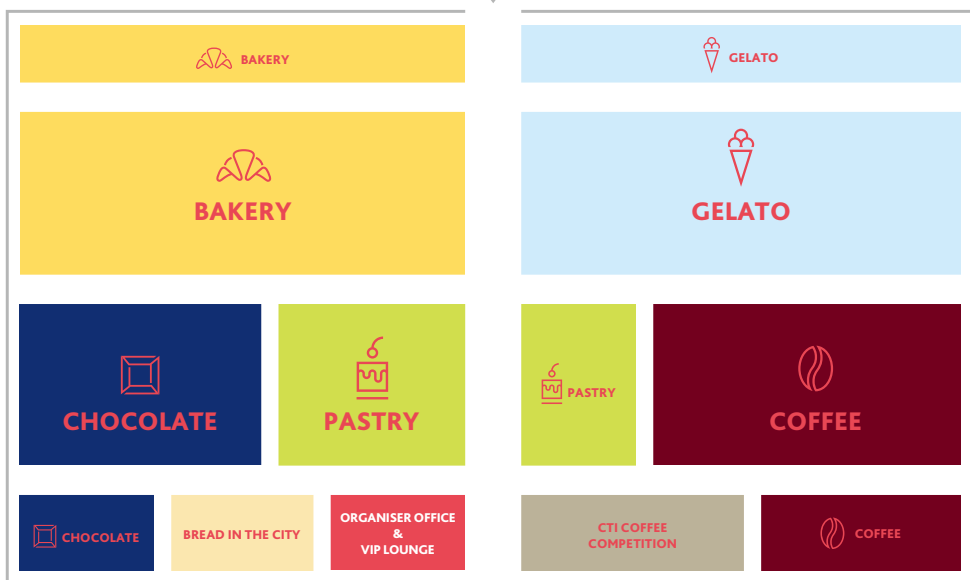
INTERNATIONAL COUNTRIES
AND REGIONS

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

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)

NEW

国际城市面包赛 (中国区选拔赛)

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, 它是以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





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

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