

# SIGEP

ASIA

15 – 17  
JULY 2026

Excellence  
in Foodservice

CO-LOCATED WITH



RESTAURANT ASIA



## Trade Sectors Covered:

Bakery | Chocolate | Food Ingredients & Products | Foodservice & Kitchen Equipment  
Gelato | Nightlife & Entertainment | Pastry | Pizza | Technology & Innovation





# 2025 VISITORSHIP BREAKDOWN



13,000 +  
TOTAL ATTENDANCE

Café, Bar & Dessert Operators

29%

F&B Operators

29.4%

Entrepreneurs

8.6%

Retailers

5.9%

Manufacturers

9.8%

Wholesalers & Distributors

17.3%



124

COUNTRIES

20.29%

International Visitors

17 %

Malaysia

10.6 %

China

7.7 %

Indonesia

6.7 %

India

6.2 %

Philippines

5.1 %

Europe

4.9 %

Japan

3 %

Middle East

2 %

Africa

2 %

Americas

## TOP SECTORS OF INTEREST

17.5%



Gelato,  
Pastry,  
Chocolate

15.42%



Speciality  
Coffee &  
Tea

13.57%



Ho.Re.Ca.  
Equipment  
& Technology

12.38%



Food  
Ingredients

10.1%



Nightlife &  
Entertainment

8%



Bakery  
& Pizza

## Exhibitor Testimonials

“Being at Sigep Asia in Singapore was a valid choice, to explore the neighboring markets in one place and be able to appreciate the growth potential of the fair itself.

The organisers brought together members of the food industry, in a perfectly sized space to allow the sharing of thoughts and opportunities.”

Elisa Volpi  
Packint s.r.l.

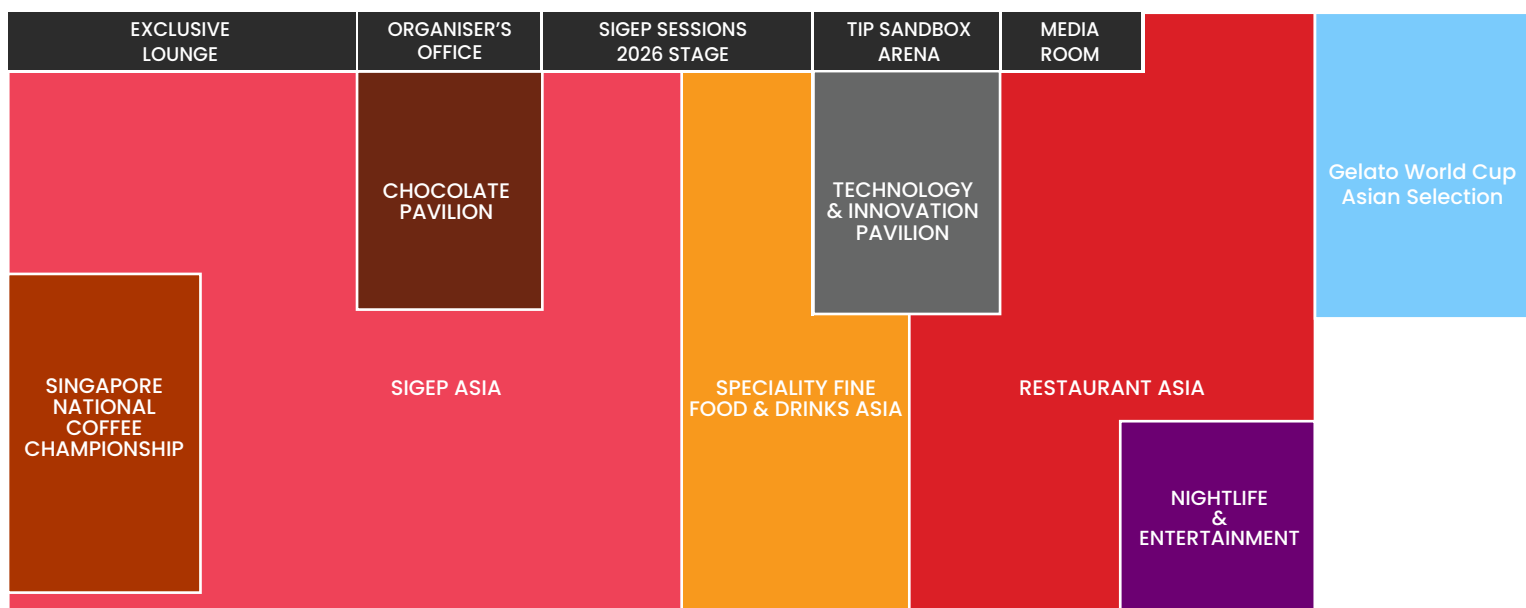
“It is always good to see new partners and it is nice to see how each business has grown. SIGEP is made for the F&B Industry especially B2B.”

Jean Kyaw  
Ideku Pte Ltd

“We made some new and serious business connections. The quality of these connections is amazing. We find this to be a grand event to launch our grand product.”

Azzura Othman  
Aromitalia

# 2026 VISUAL FLOORPLAN



The **F&B, Foodservice & Ho.Re.Ca.** Industry's boutique **B2B business platform** featuring the most **relevant service providers and suppliers.**

**Our boutique show offers a unique advantage:**

Focused visibility for your brand. Unlike commercial shows where thousands of companies compete for attention, a more intimate setting ensures your brand gets the spotlight it deserves.

Through our Co-organiser for Restaurant Asia – Restaurant Association of Singapore, we are connected to the ASEAN Hotel & Restaurant Associations. This close relationship extends to include the National Hotel & Restaurant Associations of Cambodia, Indonesia, Malaysia, Philippines, Thailand and Vietnam.



## Key Benefits from our unique formula:

- Our highly curated Industry focused show allows us to understand your business, and offer tailored support your brand deserves.
- Deeper engagement and stronger connections with buyers, media, and industry professionals.
- Less noise and distraction, your products and services stand out, making it easier to leave a lasting impression.

At SIGEP Asia & Restaurant Asia, you won't join us as just another brand name—you will be a key partner.

# 2025 BUYER PROGRAMME

152  
BUYERS

26  
COUNTRIES

1600+  
MEETINGS

124M  
VALUE IN USD

## Countries & Regions

Australia

Bangladesh

Belgium

Brunei

Cambodia

China

Greece

India

Indonesia

Macau

Malaysia

Maldives

Mongolia

Philippines

Rwanda

Saudi Arabia

Spain

Taiwan

United Arab Emirates

United States

Vietnam

## Companies

CATRI<sup>®</sup>N

Cinnamon Group

onata

JSOTransPacific

KENAL

LICX 來裕企業  
Lica Enterprise

MI MAX Inc

龍之友 餐飲機器  
DRAGONS FOOD SERVICE

DSM

euromarketing

foodfolk  
AUSTRALIA

MISSAN

ORORAMA

POLAR  
HOTEL SUPPLIES

RwandAir  
CATERING

FROTTA  
Gelato

Gelatissimo

Geovinum

JS GROUP

SK 自盛國際  
Shika Service System  
東亞威光股份有限公司

TADAVINA

TIM CORP

winehub

and many more...

## Hosted Buyer Testimonials

“I've seen many products that can help the business communities, which I run and assist. There's so much opportunity for us here, and I would prepare more for the next edition!”

Jose Tiongko

San Jose Bakeshop, Philippines

“A lot of good conversations between the members and a number of providers here and definitely a number of contracts to come so stay tuned.”

Fabio Gamba

Airline Catering Association, Worldwide

“Truly it is amazing the way it has been organised. I came here looking for products to sell to hotels in Kenya and the products I found here were more than what I expected. I was really excited by the technology solutions & robots and I have made various purchases already.”

Stephen Muriuki

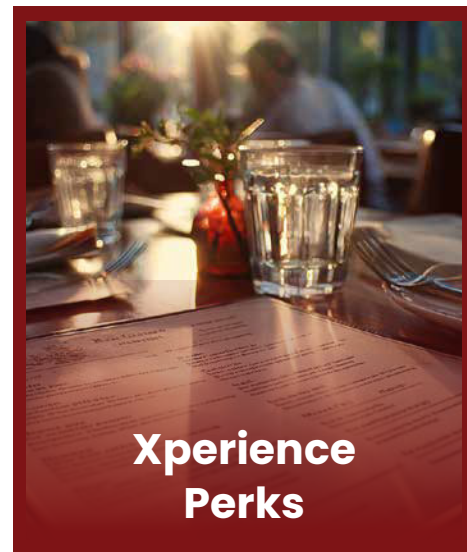
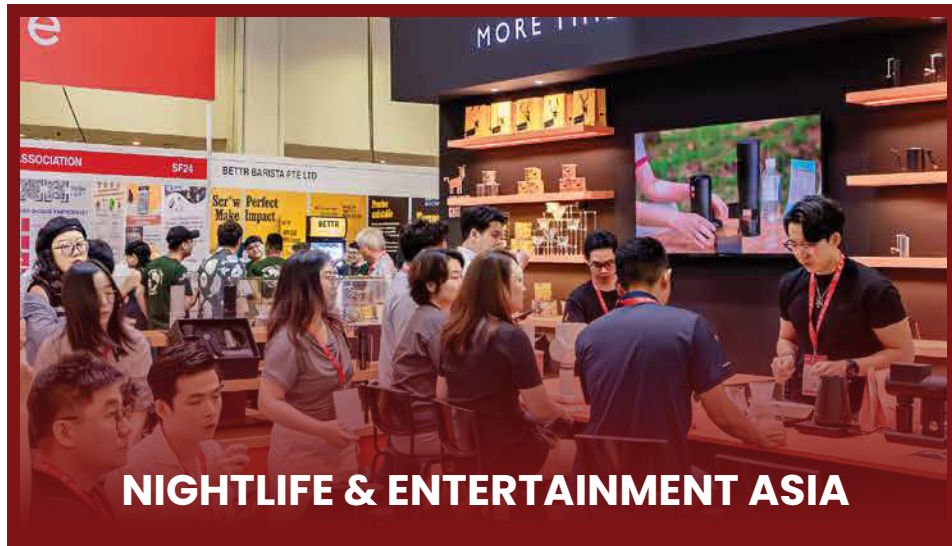
Ultimate Techno Contractors, Kenya

“I'm honored to be here, I'm making the most of it and I think these business relations are going to get deeper.”

Reiji Ohmine

JSO Transpacific, USA

# 2026 EVENT INITIATIVES



## Marketing Efforts



**Digital Newsletters**  
to our database of  
over 100,000 members



**Regular Social Posts  
& Visitor Recruitment  
Ad-Campaign**  
Optimised to Target  
Relevant B2B  
Trade Professionals



**Search Optimisation  
& Search Manipulation**  
Maintaining our  
1st page ranking  
throughout the year



**Google Display Network**  
International Visitor  
Recruitment Campaigns  
Targeting all of Asia



**Association Network**  
We leverage our  
industry background  
to gain support from  
International  
F&B Associations

## Secure Your Booth at Early Bird Rates

Exhibit at SIGEP Asia & Restaurant Asia 2026 and enjoy special early bird pricing, available for a limited time only. Join a curated community of foodservice and Ho.Re.Ca. professionals across Southeast Asia and position your brand for maximum visibility and ROI.

Early bird offer ends 31 October 2025!

**Reserve your space today.**

## Contact us:

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# SIGEP AROUND THE WORLD



**SIGEP**  
USA  
Excellence  
in Foodservice  
**LAS VEGAS**

**SIGEP**  
WORLD  
RIMINI  
The World  
Expo for  
Foodservice  
Excellence

**SIGEP**  
CHINA  
Excellence  
in Foodservice  
**CHINA**

**SIGEP**  
ASIA  
Excellence  
in Foodservice  
**SINGAPORE**

## SIGEP VISION

SIGEP offers a fundamental opportunity to explore what is trending in the Foodservice Industry. Expressed across a rich program of initiatives, SIGEP VISION is both a concept and a physical space that provides participants with a privileged insight into the future of the entire sector.

**SIGEP**  
ASFA  
Excellence  
in Foodservice

# ATION

www.sigepasiasia.com.sg  
www.restaurantasia.com.sg