

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

2023年5月10日-12日

INTRO

About



we energize your business | since 1924

关于德国科隆展览

作为世界领先的展会组织者，科隆国际展览公司拥有全球食品行业展览领先地位的科隆世界食品博览会，成功覆盖德国科隆世界食品博览会 (Anuga)、科隆国际糖果及休闲食品展 (ISM) 和泰国国际食品展 (THAIFEX) 之后，世界食品（深圳）博览会 (ANUFOOD China) 也已经成为科隆国际展览公司全球食品展会的重要组成部分。世界食品（深圳）博览会致力于打造覆盖中国南方市场食品与饮料行业全产业链最佳商贸平台。

As a trade fair organizer , Koelnmesse GmbH is known for its innovative and internationally renowned trade fairs in Germany. What makes us different? The high-level expertise, dedicated commitment and total customer focus of everyone who works here. As a renowned and experienced trade fair organizer , Koelnmesse's continued success and progress is based on our combined efforts.



The
Grand Tour of
Koelmesse
Food and
hospitality
shows



About

ITALIAN EXHIBITION GROUP

Providing the future

关于意大利展览集团

意大利展览集团（Italian Exhibition Group S.p.A.，缩写IEG）是一家在米兰泛欧交易所（Euronext Milan）上市的公司，多年来，IEG集团通过位于里米尼（Rimini）和维琴察（Vicenza）的展览机构而不断发展，在展览会和会议活动的组织方面居于国内领先地位。它经营六条业务线（主办活动，大会活动，承办活动，相关服务，出版，体育活动）。2019年，IEG集团在里米尼（Rimini）和维琴察（Vicenza）的展览和会议场地建筑群中，总共主办或承办了48场展览会和190场大会活动。

Italian Exhibition Group S.p.A. (IEG), a company listed on Euronext Milan, has grown over the years through its exhibition facilities in Rimini and Vicenza and is a national leader in the organisation of exhibitions and conferences. The IEG Group is a national leader in the organisation of exhibitions and events. It operates in six business lines (organising events, congress events, hosting events, related services, publishing, sports events). In 2019, the IEG Group hosted or organised a total of 48 fairs and 190 congress events in the Rimini and Vicenza exhibition and conference venue complexes.

The Grand Tour of Italian Exhibition Group Shows

ITALIAN EXHIBITION GROUP
Providing the future



- OFFICES
- EVENTS & TRADE FAIRS
- JOINT VENTURES

In t r o d u c e
y o u
SIGEP CHINA

属于甜点烘焙、咖啡餐饮行业的精彩

SIGEP China , makes the industry exciting !



www.sigepchina.com

SIGEP
CHINA



40 years of SIGEP A JOURNEY NEVER STOPS

SIGEP China深圳国际手工冰淇淋、烘焙及咖啡展览会，2023年落户深圳！母展SIGEP -The Dolce World Expo，是全球领先致力于甜品烘焙和咖啡餐饮业的B2B展会，每年一月在意大利里米尼举行，被誉为欧洲最大的烘焙咖啡行业盛会！

SIGEP China是整个行业创新的参考点，提供了所有新市场发展的完整概览：烘焙、巧克力、西点、冰淇淋、咖啡板块相互连接.提供了一个360度的甜点和咖啡世界。

SIGEP China, the Shenzhen International Artisanal Gelato , Bakery and Coffee Exhibition, is coming to Shenzhen in 2023! The parent show SIGEP , the world's leading B2B exhibition dedicated to the dessert bakery and coffee catering industry, takes place every January in Rimini, Italy, and is known as Europe's largest event for the bakery and coffee industry!

SIGEP China is the reference point for innovation throughout the industry, providing a complete overview of all new market developments: the bakery, chocolate, pastry, ice cream and coffee segments are interlinked. Offering a 360 degree view of the world of desserts and coffee.

Co-located Exhibitions



ANUFOOD China **2023 世界食品（深圳）博览会**

作为首个战略布局中国华南地区食品与饮料市场的国际展会，由科隆展览、中国食品土畜进出口商会、深圳市零售商业行业协会共同主办，由全球领先的德国科隆世界食品博览会(Anuga)强力推动，世界食品（深圳）博览会（以下简称ANUFOOD China或者展会）将于2023年5月10-12日在深圳国际会展中心（宝安新馆）再度举办！本届展会总面积达40,000平方米，预估将会有800家展商和超过30,000名的专业观众到场参与。

ANUFOOD China 2023 is the only dedicated trade show and event on food and beverage industry. ANUFOOD China 2023 will take place from 10-12 May 2023 at Shenzhen World Exhibition & Convention Center, Shenzhen, China. The exhibition is poised to establish a comprehensive platform covering the food and beverage market in Southern China and is a must attend show. Over 800 exhibitors and more than 30,000 visitors are expected within 40,000 square meters for this grand industrial event.



2023-
future

Meet our
Partners
发挥更大
的整合力量



&



Italian Exhibition Group

中国烹饪协会

中国西点顶厨俱乐部

上海市餐饮烹饪协会

中国食品土畜进出口商会

深圳市零售商业行业协会

中国食品发酵研究院

全球荟

深圳市包装行业协会

依莎丽卡

王森烘焙学院

大地厨房

烘焙地球村

全球烘焙指南

CTI





FIVE Show Categories

SIGEP's products are more inclined to the back end of the entire bakery, catering, and coffee beverages, providing procurement needs from catering equipment, baking raw materials, coffee and tea, beverage raw materials, baking equipment, ice cream equipment raw materials, and catering facilities.

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Series EXHIBITION

SIGEP THE DOLCE
WORLD
EXPO



ITALIAN | 罗米尼 Since 1982
2023.1.21-1.25

SIGEP
CHINA



CHINA | 深圳展 Since 2023
2023.5.10-5.12

2023年 SIGEP China 将会开始正式从意大利走向中国深圳，深圳是粤港澳大湾区(GBA)的一部分，粤港澳大湾区包括广东省的9个城市以及邻近的香港和澳门。深圳是该地区最大的经济体，它被认为是国家的创新、高科技和创意之都。GBA地区是中国连接广东和世界其他地区的供应链网络的中心，能够利用强大的制造业基础。再加上香港的金融和专业服务部门以及深圳的高科技制造和创新技能的优势，有望使GBA成为一个国际一流的生活、工作和旅游海湾地区。



Around THE WORLD

SIGEP 的展商来自全球50多个国家和地区，将全球最新鲜最前沿的冰淇淋、烘焙以及咖啡和设备技术带到现场。

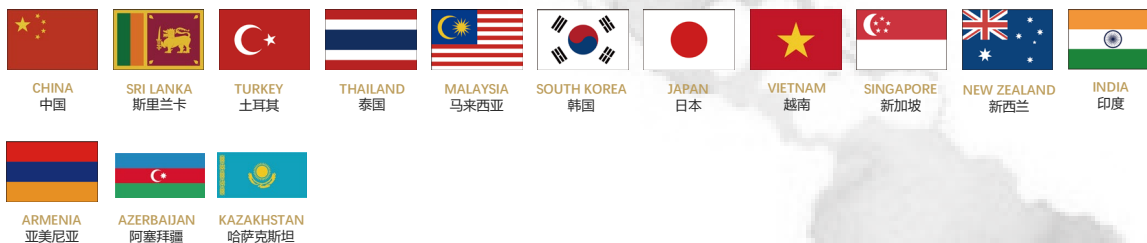
EUROPE



AMERICA



ASIA & OCEANIA



AFRICA

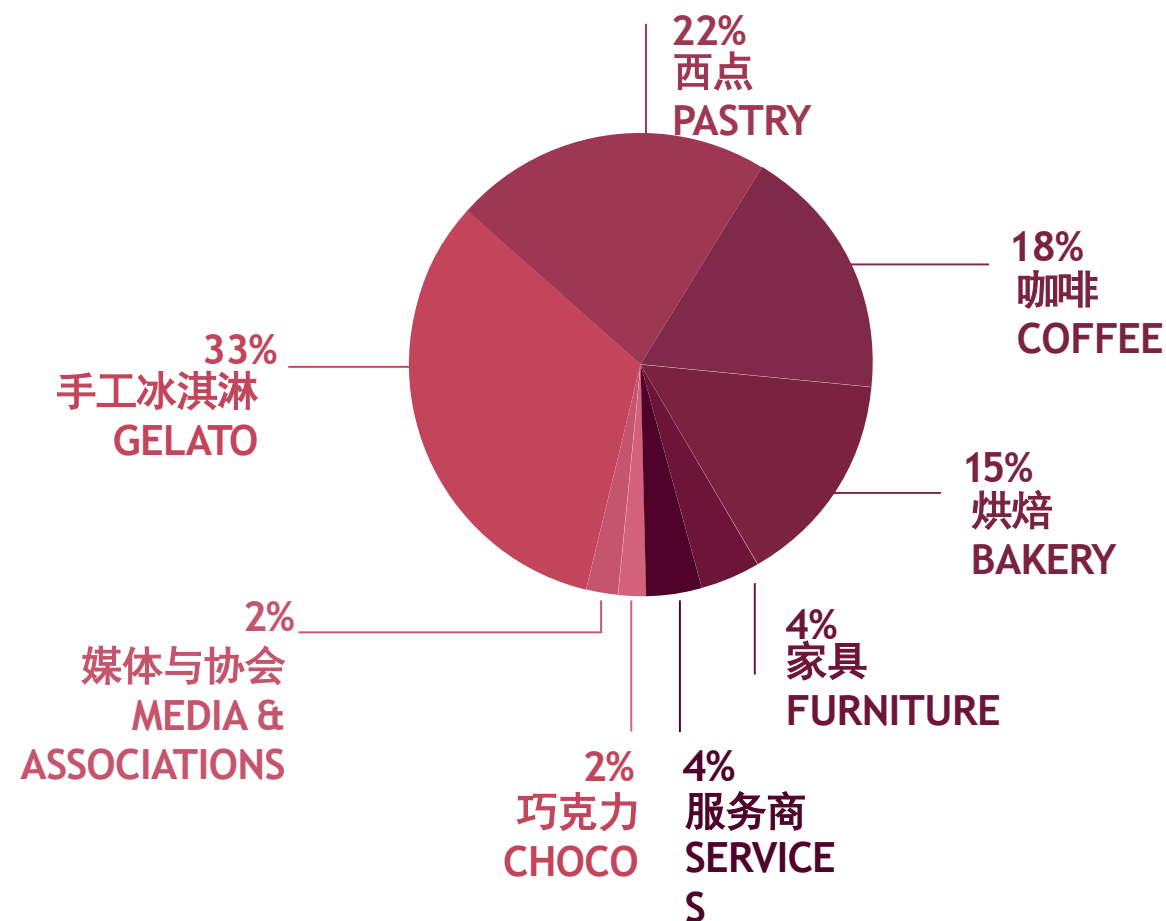


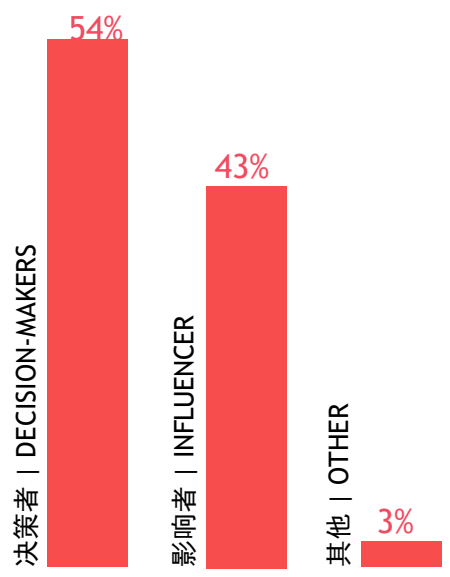
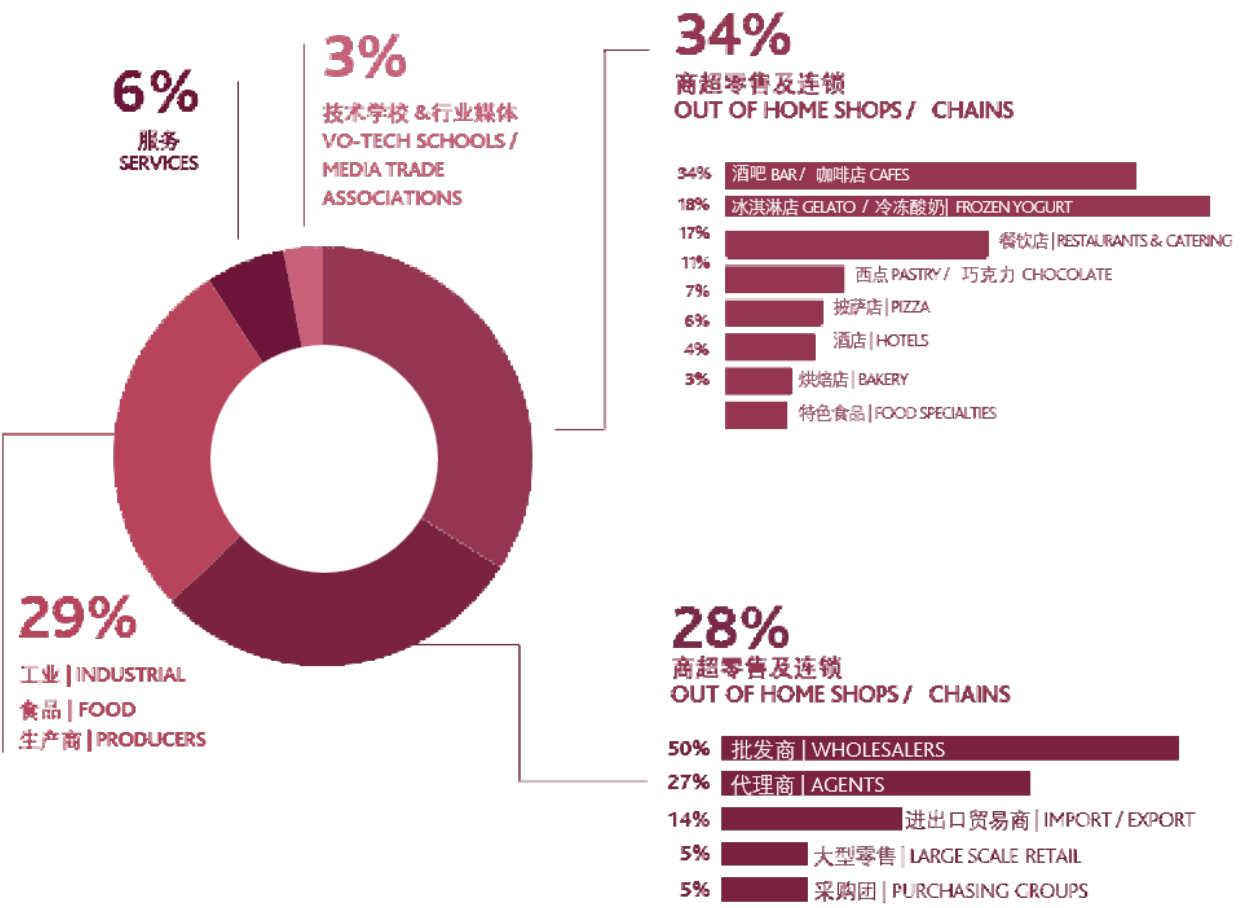


Facts Figures ABOUT THE SHOW

 1000+ 展商 | EXHIBITORS

 129,000 平方米 | m²  5 行业 | SECTORS





Meet our Professional BUYERS AND VISITORS

SIGEP China的买家群体，主要来自商超零售及连锁与咖啡烘焙餐饮行业终端商户和行业经销代理业务为主，不仅通过展会寻找新的产品，获取最新的消费趋势，更是为了做好整年的订单计划和巩固合作关系。

The buyer groups of SIGEP China are mainly from merchants, supermarkets, retail chains, coffee, bakery and catering industry terminal merchants and industry distribution agents. They not only look for new products and the latest consumption trends through the exhibition, but also do a good job in the whole process. Years of order planning and consolidation of partnership.

Region Distribution OF BUYERS AND VISITORS

SIGEP China, 主要应用于全球的以及国内的高端产品在中国市场的发展和应 用, 其中也包含了一些优质的出口业务, 所以买家的主要群体以国内市场为主, 并且以发达地区为主。

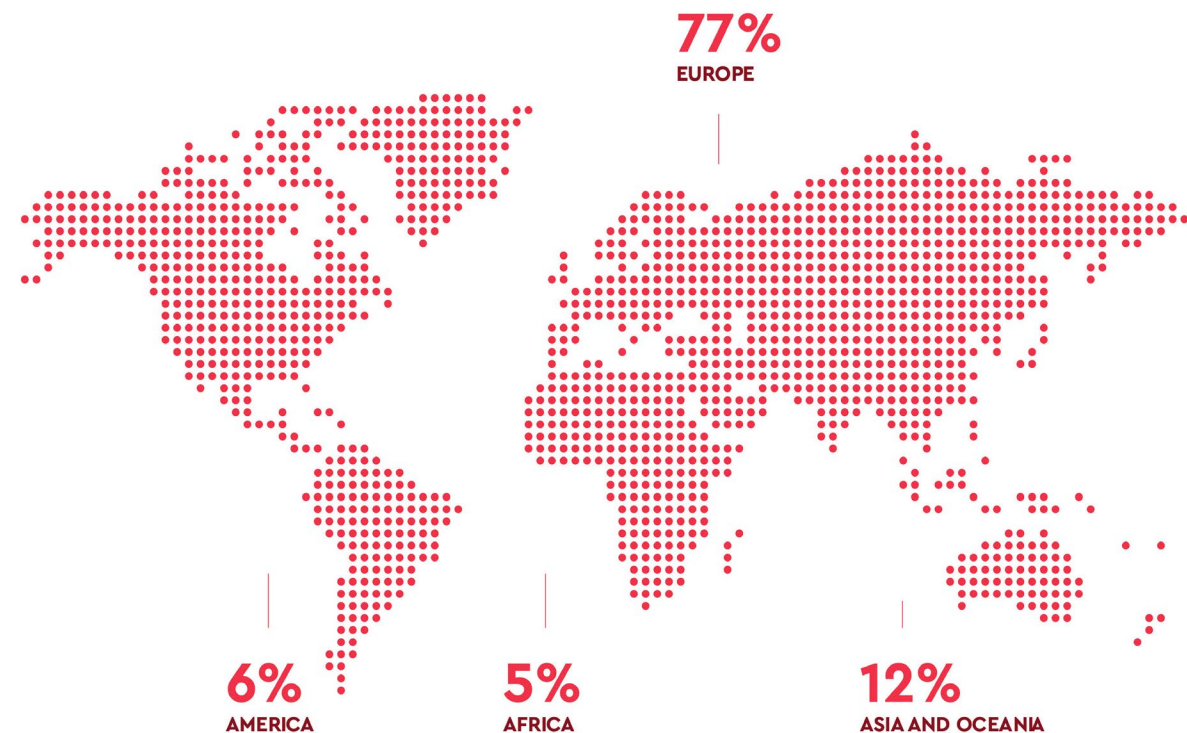
SIGEP的意大利母展, 主要是以国际买家为主, 77%来自于欧洲国家, 其次为亚太地区的买家。

- (以上数据来源为TOP10排名)

SIGEP China, mainly used in the development and application of global and domestic high-end products in the Chinese market, also includes some high-quality export business, so the main group of buyers is mainly in the domestic market, and mainly in developed regions.

SIGEP's Italian parent exhibition is mainly dominated by international buyers, 77% of which are from European countries, followed by buyers from the Asia-Pacific region.

- (The above data source is the TOP10 ranking)



MOST REPRESENTED COUNTRIES

EUROPE	AMERICAS	AFRICA	ASIA & OCEANIA
Spain	USA	Morocco	Israel
Germany	Brazil	Tunisia	Turkey
France	Canada	Egypt	China
Greece	Mexico	Algeria	Lebanon
Poland	Peru	Libya	Korea
UK	Argentine		Japan



Meet The Forums & EVENTS WORLD CLASS PRESENTATIONS

会议与活动是推动发展的重要生命力。

SIGEP China 致力于发展重要的行业论坛从而聚拢核心的资源以及前端的思维和技术，并在现场传递给业内人士。

Meetings and events are important vitality to promote development, SIGEP China is committed to developing important industry forums to gather Long's core resources and front-end thinking and technology, and pass it on to the industry insiders.

Events Competitions INTRODUCTION

活/动/介/绍



冰淇淋世界杯(中国赛区选拔赛)

每两年举办一次，它是意大利SIGEP 国际手工冰淇淋、烘焙展览中最受期待的活动之一。来自世界各地的冰淇淋制造商、糕点师、厨师和冰雕师将在刺激的专业挑战中竞争。每个参赛队将由四名选手组成，他们的技能包括：冰淇淋制作、糕点/巧克力制作、冰雕和高级烹饪。

SIGEP China 上将会举行冰淇淋世界杯中国赛区的决赛，将获胜选手送往意大利代表中国队参与世界杯比赛。

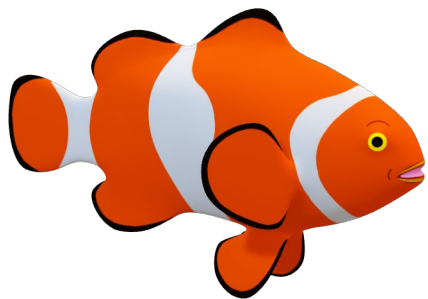
Held every two years, it is one of the most anticipated events at the SIGEP international artisanal ice cream, bakery exhibition in Italy. Ice cream makers, pastry chefs, chefs and ice sculptors from around the world will compete in exciting professional challenges. Each team will consist of four contestants whose skills include: ice cream making, pastry/chocolate making, ice sculpture and haute couture.

The finals of the Ice Cream World Cup China will be held at SIGEP China, and the winners will be sent to Italy to represent the Chinese team in the World Cup.



ORGANIZING COMMITTEE COMPETITION

赛事组委会成员



Eric Perez

World Pastry Cup中国队教练
2019年西点世界杯中国队顾问
法国驻华盛顿大使馆饼房主厨
Pastry Art and Design Magazine全
美年度十佳西点师
1997年、1999年 里昂世界西点大赛
银奖



江定佳

新加坡烘焙联盟导师会长
WACS认证A级国际裁判和导师
自1996年以来，分别担任世界各国
国际西点比赛评委：美国、法国、
意大利、日本、瑞士、德国、卢森
堡、迪拜、阿布扎比、韩国、中国
等



王伟

深圳君悦酒店行政副总厨
世界杯中国竞标赛裁判
西点及烘焙国家裁判员
中国烹饪协会注册国家名师
44届世界青年技能大赛西点裁判

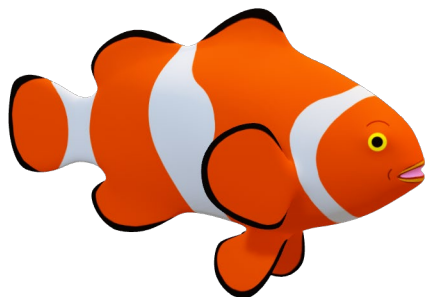


叶卫

WACS世厨联认证B级裁判
WORLD PASTRY CUP甜点世界杯中
国赛区组委会主席
上海餐饮烹饪行业协会西餐专委会
常务副主席
中国国家甜品队教练
中国饭店协会西餐委员会秘书长

ORGANIZING COMMITTEE COMPETITION

赛事组委会成员



Eric Perez

Coach for Team China of WPC
Executive Chef of Pastry, French
Embassy in Washington
1988 One of Annual Top 10 Pastry
Masters on Pastry Art and Design
Magazine
1997,1999 Represented U.S. team for
WPC and won Silver Medal in Lyon



Kenny Kong

President of Singapore Pastry
Alliance
WACS Certified A-Level
Since 1996, he has served as judges
for international pastry competitions
around the world: the United States,
France, Italy, Japan, Switzerland,
Germany, Luxembourg, Dubai, Abu
Dhabi, South Korea, China, etc.



Terry Wang

Executive Sous Chef at Grand Hyatt
Shenzhen
World Cup China Championship
referee
Pastry and Bakery National Referee
Registered National Famous Teacher
of China Cuisine Association
West Point Judge of the 44th World
Youth Skills Competition



Louie Ye

WACS certified B-level
Chairman of WORLD PASTRY CUP
Dessert World Cup China Organizing
Committee
Executive Vice Chairman of the
Western Food Special Committee of
the Shanghai Catering and Cooking
Industry Association
Coach of China National Dessert
Team

ORGANIZING COMMITTEE COMPETITION

赛事组委会成员



程术

World Pastry Cup中国队教练
World Pastry Cup亚洲竞标赛最佳团
队教练
年度知名西点大师
World Pastry Cup中国队队长
World Pastry Cup亚洲杯中国队队长



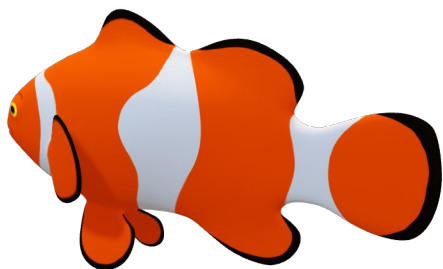
王森

王森教育集团创始人
正高级专业技术职称
政府一等功勋章
国家级烘焙甜点大师
第44、45届世界技能大赛烘焙项目 中
国技术指导专家组组长



钱晓

中国甜品锦标赛总决赛评委
IKA德国奥林匹克烹饪带赛中国西点队
队长，获银奖
上海和平饭店行政饼房厨师长
2007中国酒店职业技能大赛金奖



ORGANIZING COMMITTEE COMPETITION

赛事组委会成员



Garry

World Pastry Cup China coach
Best Team Coach at World Pastry
Cup Asian Championships
Famous Pastry Master of the Year
Captain of the World Pastry Cup
Team China
Captain of the World Pastry Cup
Asian Cup Team China



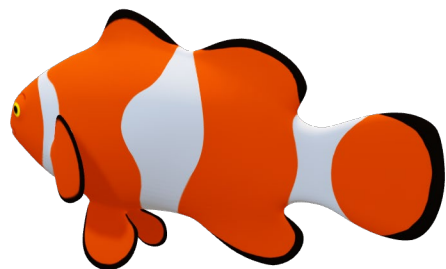
Wang Sen

Founder of WangSen Education
Group
Positive senior professional
technical title
Government First Class Merit Medal
National bakery dessert master
The 44th and 45th World Skills
Competition Baking Project China
Technical Guidance Expert Team
Leader



Glen

Judges of China Dessert
Championship Finals
Captain of the Chinese Pastry Team
in the IKA German Olympic Cooking
Belt Competition, won the silver
medal
Executive Pastry Chef, Shanghai
Peace Hotel
2007 China Hotel Vocational Skills
Competition Gold Award



Forums Summits INTRODUCTION

论/坛/介/绍

2023 SIGEP China
行业论坛区

目前中国烘焙西点、咖啡及冰淇淋行业的市场正处于快速发展阶段，拥有无限的前景。随着国内消费人群的需求增高，那么这些行业如何实现在中国市场品牌的塑造以及销售额的上升？如何在中国有效推动这些行业的教育市场？在这场活动中，我们将根据不同的板块来邀约行业有关大咖共同和探讨。





BEYOND EXHIBITION

传递的价值

Non-Exhibition ROAD SHOW *AROUND CHINA*



Why?

SIGEP China 和 AFC 每年将有超过20多场展会以外的路演活动，遍布全国十多个发达城市，活动形式不仅限于会议，赛事，公开课等，在市中心的综合体，商业中心，露天广场等地开展活动，将更大的群体融入，通过活动本身，将品牌，产品，制作方式，通过更能接受的形式传递给消费者，这不是一场商业路演，而是一种信息落地。

体验/是最重要的消费感受。

Road Shows in WONDERFUL CHINA

SIGEP China & AFC的合作伙伴遍布全国各地，在这些城市都上演着不同的活动，通过合作伙伴触达更多的终端用户，并在好的场地里传达到更多的消费者，这是一个集合贸易和体验的B2B2P的场景。(CHEF TABLE & GWC -Gelato World Cup)

The partners of SIGEP China & AFC are all over the country, and different activities are staged in these cities, reaching more end users through partners and reaching more consumers in good venues. This is a collection B2B2P scenarios for trade and experience.

- | | | | |
|---|-------------|---|------------------|
|  宁波/上海 | 时间：2022年10月 |  深圳 | 时间：2023年5月12-14日 |
|  成都 | 时间：2022年12月 |  意大利 | 时间：2024年1月 |
|  广州 | 时间：2023年1月 | | |



OUTPUT



SOCIAL Value

SIGEP China 和 AFC 每年将为中国餐饮及消费市场带来超过2,000款全新的产品以及上千种应用方法，他们通过展会陆陆续续的进入商业空间里，从而传递到普通消费者的生活中去，转化为商业价值，如果没有有效的推动，那么新的消费就失去了刺激的原动力。任何一个市场都在更新中产生新的价值。

SIGEP China and AFC will bring more than 2,000 brand-new products and thousands of application methods to the Chinese catering and consumer market every year. They enter the commercial space one after another through the exhibition, so as to pass on to the life of ordinary consumers. Converted into commercial value, if there is no effective promotion, then the new consumption will lose the driving force of stimulation. Any market is generating new value in updates.



THE BRAND NEW B2B & MATCH-MAKING PORTAL

VIRTUAL在线网站

我们新的B2B网站和在线展览会带来新的交易体验，在疫情不确定发生时代，它将为买卖双方提供更便捷交流和交易方式，用手指完成采购过程。

Our new B2B website and online exhibition bring a new trading experience. In the uncertain times of the epidemic, it will provide buyers and sellers with a more convenient way to communicate and trade, and complete the procurement process with their fingers.

The screenshot shows the Virtual Plus B2B portal website. At the top, there is a navigation bar with a search bar and a red button labeled "Search exhibitors or products through overseas/local pavilions". Below this, there are sections for "Overseas Exhibitors and Pavilions" and "Local Pavilions". The "Overseas Exhibitors and Pavilions" section lists various countries and regions with their respective flags: Germany, Korea, Hong Kong & Macao, Czech, Poland, Wine Gourmet Japan, Ireland, Uruguay, Indonesia, and USA. The "Local Pavilions" section lists various Chinese provinces and regions: Jilin Pavilion, Changchun Pavilion, Fujian Longhai Pavilion, Zhejiang Pavilion, Fujian Gutian Pavilion, Zhejiang Trade Service Zone, Hebei Pavilion, Shanxi Pavilion, and Hubei Yichang Pavilion. Below these sections, there is another red button labeled "Search the exhibitors / exhibits by category". Underneath, there are icons representing different product categories: Sweets &..., Meat, Dairy, Fine Food, Seafood, Organic, Baby Food, Fruits &..., Drinks, and Food Service. At the bottom, there is an "Exhibitor List" table with columns for "Exhibitor List", "Company Name/Booth No.", "Products Scope", and "Brand Origin".

Exhibitor List	Company Name/Booth No.	Products Scope	Brand Origin
	NEW ASCENT CORPORATION LIMITED (GREEN COMMON) 1-E062	Meat Dairy	Hongkong
	1-G022	Fine Food	



2023 SHEN ZHEN SIGEP CHINA




类别 | CATEGORY

 巧克力设备及物料
Chocolate equipment and materials


 烘焙设备及物料
Bakery equipment and materials


 西点设备及物料
Pastry equipment and materials

 冰激淋设备及物料
Gelato equipment and materials

 咖啡与茶
Coffee & Tea

价格 | PRICE

 标准展位
1,850 元 / 平方米 (12平米起)

 光地展位
1,400 元 / 平方米 (18平米起)

备注:

标准展位配置: 楣板*1、射灯*3、插座*1、垃圾桶*1、咨询台*1、洽谈桌*1、洽谈椅*4、储物间*1

光地展位 (自行搭建)





THANKS



Contact Us | 联络我们

Name | 姓名: Steven | 沈明贤

Phone | 电话: 136 1182 4776

Mail | 邮箱: steven.shen@koelnmesse.cn