

SIGEP World 2027 expands foodservice tech showcase, names Vietnam as Guest Country



Pastry chef demo at SIGEP WORLD 2026

[SIGEP World](#) tells media partner *PAX International* today it plans to nearly double its international top-buyer program for 2027, with travel catering and luxury hospitality among the priority sectors for the event.

Organized by Italian Exhibition Group ([IEG](#)), the 48th edition will take place at [Rimini Expo Centre](#) in Italy from January 23 to 27, 2027. The show brings together suppliers across gelato, pastry, bakery, pizza, chocolate and coffee, alongside foodservice equipment and technology.

With increased support from the Italian Trade Agency ([ICE](#)) and Italy's Ministry of Foreign Affairs and International Cooperation, organizers aim to attract approximately 1,000 top buyers, up from 502 in 2026. The previous edition's buyer program drew participants from 74 countries and generated 5,851 business meetings, organizers tell *PAX International*.

For airline catering buyers, the 2027 program will combine food and beverage sourcing with opportunities to explore production equipment, automation and digital services. International business matchmaking, an International Pavilion and visiting delegations will support connections

between suppliers and buyers.

“SIGEP is now a global network that builds relationships between businesses, markets and cultures all year round,” says Ilaria Cicero, Global Exhibition Director of IEG’s Food & Beverage Division and CEO of IEG Asia. “Its offer range embraces the entire supply chain, from raw materials to the most advanced technologies.”

Foodservice technology in focus

The Kitchen Equipment Hub will showcase foodservice technologies, while the Digital District will feature robotics, artificial intelligence and digital services.

New additions include “The Orbital Kitchen,” developed with fellow IEG event BEX, or Beyond Exploration Expo. The concept will present an AI-powered kitchen with smart solutions designed for replication on Earth. Water purification systems and pasta-making machinery will also feature.

A new program dedicated to fine pastry and coffee for luxury hospitality will bring together international executives and pastry chefs. Elsewhere, the Sustainability District will host a symposium and coffee cupping area, while Vision Plaza will host the SIGEP Vision think tank.

Vietnam joins as Guest Country

Vietnam will participate as the 2027 Guest Country. Working with ICE and the Italian Chamber of Commerce in Vietnam, the initiative will bring a government delegation and additional qualified buyers to Rimini.

The announcement follows SIGEP Asia’s July event in Singapore and forms part of a wider international program spanning Asia, Europe and the Americas. SIGEP USA is scheduled for April 13 to 15, 2027, followed by SIGEP China in Shanghai in June.

The Rimini show will also host the Gelato World Cup’s European selection, the Bakery World Cup and seven Italian Barista Championships. The 2026 edition featured 1,300 brands across 30 halls and welcomed industry professionals from 160 countries.