SIGEP WORLD 2027: Rimini brings foodservice industry to the world

This is a special feature from the November 2026 Middle East, Asia & Africa issue of *PAX International*, on page 54.



The event will host the Bakery World Cup

SIGEP WORLD aims to nearly double the number of top buyers, from 502 in 2026 to around 1,000 in 2027. Organized by Italian Exhibition Group (IEG), the event will hold its 48th edition at Rimini Expo Centre in Rimini, Italy, from January 23 to 27, 2027.

The 2026 show attracted industry professionals from 160 countries, with international visitors accounting for almost one in four attendees. International exhibitor numbers increased by 33 percent. The 502 top buyers from 74 countries, hosted with support from the Italian Ministry of Foreign Affairs and International Cooperation (MAECI) and the Italian Trade Agency (ITA), generated 5,851 business meetings, organizers tell *PAX International*.

For 2027, the focus is on retail chains, travel catering and luxury hospitality, supported by an International Pavilion, international delegations and global business matchmaking.

“In January, we will bring the decisionmakers of the global Foodservice industry to Rimini, with an offering covering the entire value chain, from raw materials to the most advanced technologies,” says Ilaria Cicero, Global Exhibition Director of IEG’s Food & Beverage Division and CEO of IEG Asia.

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Vietnam as Guest Country
Vietnam will take the spotlight as Guest Country in 2027, reflecting the event's international focus and Vietnam's growing foodservice market.

The country's out-of-home foodservice sector is projected to grow from US$24.8 billion in 2025 to US$45.2 billion by 2031, an annual increase of approximately 10 percent. Vietnam is also the world's second-largest coffee producer and leading Robusta exporter, with exports up 58.8 percent.

In partnership with the Italian Trade Agency (ITA) and ICHAM, the initiative will bring a government delegation and additional qualified buyers to Rimini.

SIGEP across continents
For travel catering professionals, SIGEP WORLD Kitchen Equipment Hub will showcase efficiency, sustainability and automation solutions, while the Digital District will feature robotics, AI and digital services. New for 2027, "The Orbital Kitchen," developed with BEX, will explore space-kitchen technology with applications on Earth. Partnerships with delivery apps, booking platforms and eSIM providers are also planned.

A new luxury hospitality program will feature daily experiences from international hotel chains, led by Executive and Pastry Chefs.

SIGEP's international network operates year-round. Upcoming events include SIGEP USA from April 13 to 15, 2027 and SIGEP China in Shanghai in June 2027. SIGEP Meets the World will next visit Warsaw, Istanbul, Munich and Paris, while SIGEP Ambassadors, including Gelato World Cup winners, support connections in key markets.

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