

SIGEP WORLD 2027 targets 1,000 international buyers, with travel catering in focus



The competition schedule includes the Gelato World Cup

[SIGEP WORLD](#) is aiming to attract approximately 1,000 international buyers to its 2027 edition, nearly double the 502 who participated in its 2026 buyer program, with travel catering among the sectors organizers are targeting.

Organized by Italian Exhibition Group (IEG), the 48th edition will take place January 23 to 27, 2027, at the Rimini Expo Centre in Italy. *PAX International* is a media partner for the event, which brings together suppliers and buyers across gelato, pastry, bakery, pizza, chocolate and coffee, alongside foodservice equipment and technology.

The expanded buyer program will receive increased support from the Italian Trade Agency (ICE) and Italy's Ministry of Foreign Affairs and International Cooperation (MAECI). In addition to travel catering, the organizers are focusing on retail chains and luxury hospitality, with international delegations, an International Pavilion and business matchmaking planned.

According to IEG, the 2026 edition featured 1,300 brands across 30 halls and attracted industry professionals from 160 countries. Its buyer program brought 502 buyers from 74 countries to Rimini,

generating 5,851 business meetings.

“SIGEP is now a global network that builds relationships between businesses, markets and cultures all year round,” said 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.”

Vietnam named Guest Country

Vietnam will be the Guest Country for 2027. Working with [Agenzia ICE](#) and the Italian Chamber of Commerce in Vietnam (ICHAM), organizers plan to welcome a government delegation and additional buyers from the country.

The announcement forms part of SIGEP’s wider international expansion, which includes events in Asia and the United States. Its SIGEP Meets the World roadshow connects prospective exhibitors, buyers and media through stops in eight cities, including Chicago, São Paulo, Ho Chi Minh City and Tokyo, followed by Warsaw, Istanbul, Munich and Paris.

Foodservice technology and hospitality on the agenda

For airline caterers and onboard foodservice suppliers, the show will offer opportunities to explore both food products and the equipment behind their production.

The Kitchen Equipment Hub will showcase foodservice technologies, while the Digital District will focus on robotics, artificial intelligence and digital services. Planned additions include “The Orbital Kitchen,” developed with fellow IEG event BEX, which will present an AI-powered kitchen concept and technologies with potential applications on Earth. Water purification systems and pasta-making machinery will also feature.

A new program focused on fine pastry and coffee for luxury hospitality will bring together international executives and pastry chefs. Other highlights include the SIGEP Vision think tank at Vision Plaza, a sustainability symposium and a coffee cupping area.

The competition schedule will include the Gelato World Cup – Europe Selection, with eight nations competing for places in the 2028 final, alongside the Bread in the City – Bakery World Cup and seven Italian Barista Championships.