SIGEP ASIA

RESTAURANT ASIA

Excellence in Foodservice

14–16 JULY 2027

SANDS EXPO & CONVENTION CENTRE SINGAPORE.

LEVEL 1, HALLS A, B & C

INSPIRE CONNECT ELEVATE

Elevating Hospitality
Empowering Growth

Southeast Asia's Boutique Tradeshow for F&B and Foodservice Excellence

sigepasia.com.sg
restaurantasia.com.sg

MEET SOUTHEAST ASIA'S TOP BUYERS FROM THE FOODSERVICE AND HOSPITALITY SECTOR

THE INDUSTRY IS EVOLVING

Exhibiting alone is no longer enough.

Brands today need buyer demand, visibility, market relevance, proof of concept, partnerships and real business conversations.

SIGEP Asia & Restaurant Asia is evolving to help exhibitors achieve more than booth traffic through curated experiences, targeted buyer engagement and year round industry activation.

HOW WE HELP BRANDS GROW FURTHER

CURATED BUYER CONNECTIONS

Targeted Hosted Buyer initiatives connecting exhibitors with decision makers from restaurants, cafes, hotels, distributors and foodservice groups across Southeast Asia.

EXPERIENCE LED VISIBILITY

SIGEP Experience activations designed to create stronger audience engagement & commercial conversations, alongside competitions, masterclasses & industry sessions.

MARKET ENTRY & BRAND DISCOVERY

A platform for international brands to build visibility, gather market feedback, explore partnerships and connect with regional operators and distributors.

INDUSTRY & COMMUNITY ACCESS

Connect with chefs, operators, hospitality groups, associations, media, nightlife professionals and ecosystem partners shaping hospitality across Southeast Asia.

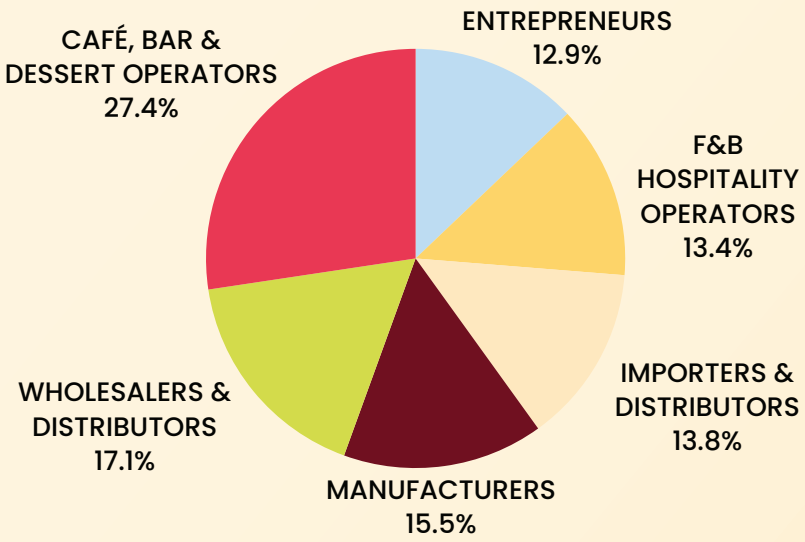
SIGEP ASIA

RESTAURANT ASIA

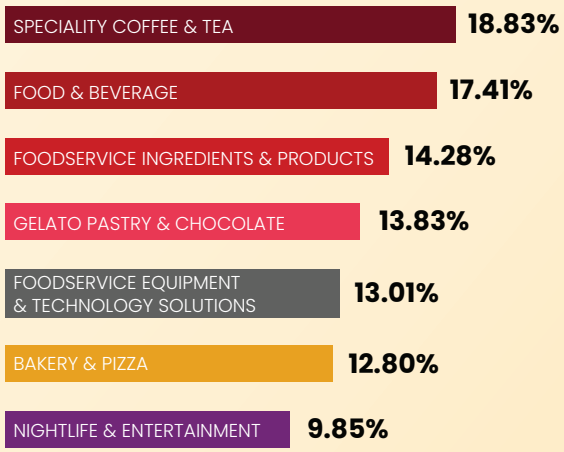
MORE THAN AN EXHIBITION
A PLATFORM FOR HOSPITALITY AND FOODSERVICE GROWTH IN SOUTHEAST ASIA.

2026 VISITOR BREAKDOWN

14,000+	40+	26.10%	160+	5,700+
TOTAL ATTENDANCE	COUNTRIES	INTERNATIONAL VISITORS	HOSTED BUYERS	BUSINESS MEETINGS



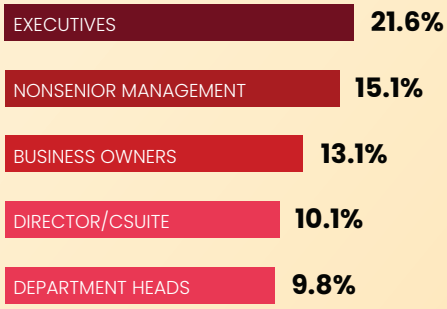
TOP SECTORS OF INTEREST



2026 TOP ATTENDEE COUNTRIES

CHINA	MALAYSIA	INDONESIA	ITALY	JAPAN
17.5%	12.3%	9.4%	7.1%	6.8%

TOP PROFILES



EXHIBITOR'S TESTIMONIALS

"Excellent buyer meetings and a well organised event. We met several potential buyers, opening new opportunities to expand Mason Chocolates into new markets."
- Lanny Losung | PT. MASON CHOCOLATES BALI

"The marketing team was incredibly supportive throughout the event. I'll be sending an email shortly to express my appreciation."
- Henry Philip | NORTE EUROCAO

"The organisers did an excellent job connecting exhibitors with potential buyers, creating valuable opportunities for business growth."
- Lastrana Yuliandari | ALIET GREEN

"It has been a pleasure working with the IEG Asia team at SIGEP Asia & Restaurant Asia 2026. The event was well organised, and we truly valued the opportunities to build new business relationships and connect with quality industry professionals. We look forward to continuing our partnership and returning for the 2027 edition."
- Edward Petrea | ENERGYNE

"Thank you to the entire SIGEP Asia & Restaurant Asia team for your incredible support throughout the event. Your professionalism, support, and positive energy made the event a truly rewarding experience."
- Ahn Thu Dao | VIETNAM PAVILION

WHY EXHIBITORS ARE REBOOKING IN 2027

Because hospitality and Foodservice businesses today are looking for **practical innovation**, **stronger experiences**, **new revenue opportunities**, **operational efficiency**, **differentiated concepts** & **curated partnerships.**

SIGEP Asia & Restaurant Asia continues to grow as a focused platform built around **real operator needs** and market realities in Southeast Asia.

WHAT TO EXPECT IN 2027

A GROWING HOSPITALITY ECOSYSTEM

Bringing together foodservice, specialty retail, nightlife, technology and hospitality communities within one connected platform.

MORE INDUSTRY EXPERIENCES

Expanded competitions, networking sessions, activations and curated engagement opportunities.

GREATER MARKET VISIBILITY

Integrated digital, social, PR and Ambassador endorsement opportunities designed to help exhibitors stay visible before, during and beyond the exhibition.

STRONGER BUYER PROGRAMMES

Expanded hosted buyer outreach across ASEAN and key international markets

EXCLUSIVE EARLY-BIRD PROMO

WAIVER OF REGISTRATION FEE

COMPLIMENTARY MARKETING PACKAGE INCLUSIVE OF:

- 1 social media post
- 1 dedicated eDM blast
- 1 half-page e-show guide advertisement

SIGEP EXPERIENCE OPPORTUNITY

- Limited to the first 10 exhibitors only
- Accepted on a first-come, first-served basis

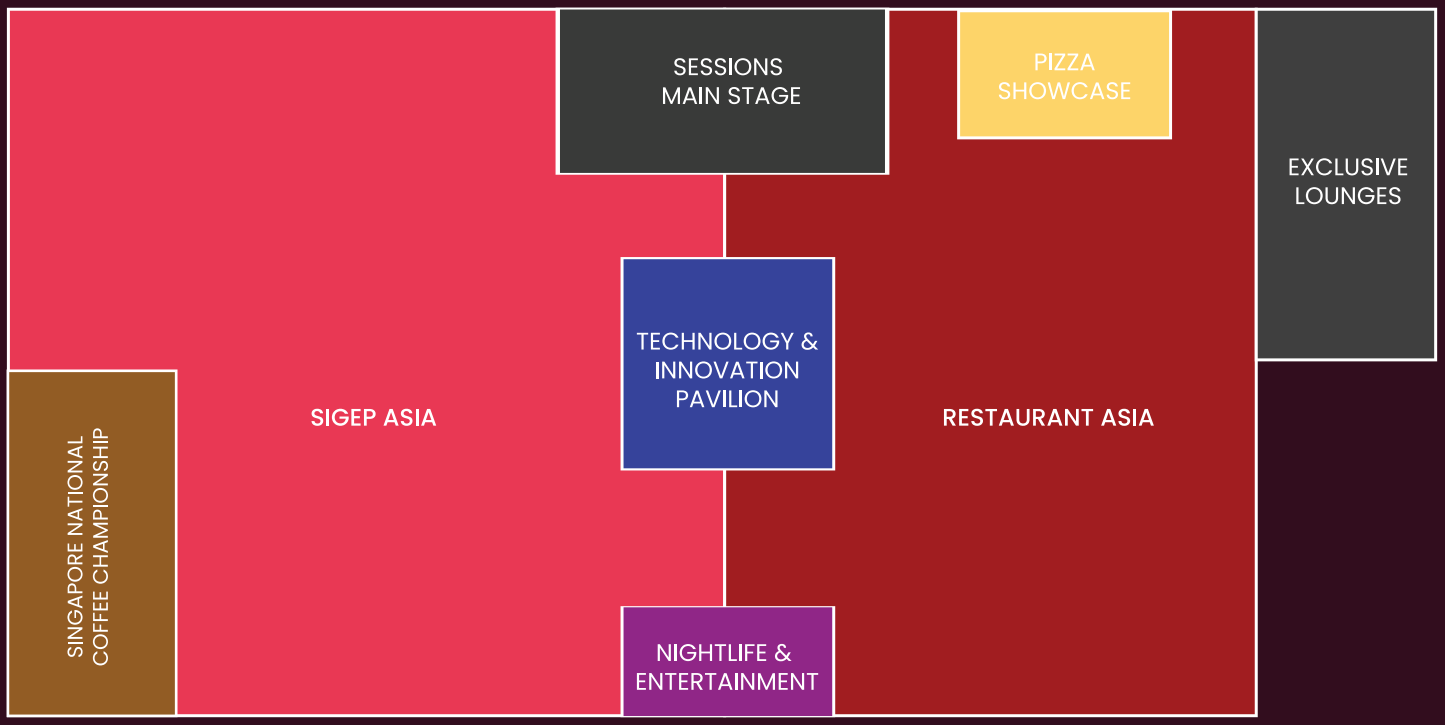
SECURE YOUR POSITION FOR 2027

Join the boutique platform shaping the future of Hospitality and Foodservice in Southeast Asia.

LET'S TALK

Contact us to book your space for 2027.

2027 VISUAL FLOORPLAN



*The 2027 event layout is subject to changes at the sole discretion of IEG Asia.

2027 EVENT HIGHLIGHTS

Every feature of SIGEP Asia & Restaurant Asia is designed with one purpose in mind: Connecting the right people

Explore a curated programme of:
Competitions | Educational Sessions | Networking Events | Industry Experiences

Initiatives that aim to turn conversations into business opportunities

SIGEP Sessions (Masterclasses, Talks & Product Launches)

Singapore National Coffee Competition

Panettone World Cup Asia Selection

Pizza Showcase

International Food & Beverage Association Round Table Session

Local Foodservice & Hospitality Operators Networking Sessions

SIGEP Asia Ambassador Programme

Xcelerate Networking

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VISITOR PROFILE

FOODSERVICE & HOSPITALITY DECISION MAKERS

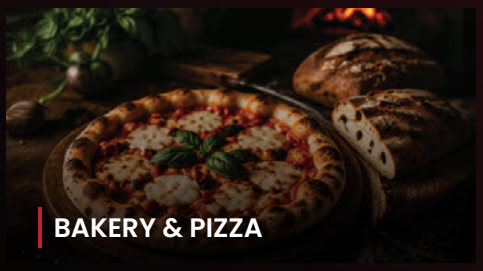
Connecting you with the people who make decisions, drive growth and shape the future of hospitality across Southeast Asia.

OWNERS | C-SUITES | PROCUREMENT | CHEFS | OPERATIONS | BUSINESS DEVELOPMENT

EXHIBITOR PROFILE

COMPANIES & BRANDS SHAPING THE FUTURE OF F&B, FOODSERVICE & HOSPITALITY

From established international brands to emerging innovators, showcasing solutions that power the hospitality industry.



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Enterprise Singapore

SG Singapore Passion Made Possible

SINGAPORE EXHIBITION & CONVENTION BUREAU

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