



## **Italian Chamber of Commerce in Singapore and IEG Asia Strengthen Partnership for 2025 with renewed MOU**

Singapore, 20<sup>th</sup> February 2025

The Italian Chamber of Commerce in Singapore (ICCS) and IEG Asia Pte. Ltd. have renewed their collaboration for the second consecutive year, marking a significant milestone with the signing of a MOU to support all IEG Asia events in 2025. The strategic partnership will encompass two exhibitions: the Singapore International Jewelry Expo (SIJE), taking place from 10 – 13 July 2025, and SIGEP Asia & Restaurant Asia from 16 – 18 July 2025. These events will be held at the Sands Expo & Convention Centre, Singapore.

SIJE 2025 is Singapore's most prestigious and longest-running jewellery show, celebrating its 20<sup>th</sup> edition this year. It brings together leading international jewellers, collectors and buyers at a dazzling showcase of exquisite craftsmanship and the latest trends. This year, SIJE also introduces seven vibrant communities: Icon, Prestige, Facets, Timeless, Bijou, Essence and Venture – each specially curated to better showcase exhibitors' offerings.

SIGEP Asia & Restaurant Asia 2025 is Southeast Asia's premier platform for the foodservice, bakery, pastry, and hospitality industries, designed to connect decision-makers, procurement officers, and F&B operators with top suppliers. The 2025 edition introduces new experiential features, including the Nightlife & Entertainment Pavilion, Chocolate Pavilion with Janice Wong, and Technology & Innovation Pavilion, creating high-impact business opportunities.

As a regional extension of Italy's world-renowned SIGEP World exhibition, and with Italy's strong heritage in bakery and pastry, the partnership with ICCS will help Italian businesses thrive in the ASEAN market. Through targeted buyer engagements and exclusive B2B networking sessions, ICCS will connect Italian suppliers, restaurateurs, and foodservice brands with key industry players, opening new opportunities in the region and strengthening trade ties between Italy and Southeast Asia.

Following the success of the first collaboration in 2024, the renewed agreement underscores both parties' commitment to fostering international business growth and strengthening trade relations between Italy and the Asia-Pacific region. As part of this effort, ICCS will also extend its outreach

by engaging all Italian Chambers of Commerce in the APAC region, ensuring wider participation and industry connections in the events.

Expressing enthusiasm for the extended partnership, Ilaria Cicero, CEO of IEG Asia said: "We are thrilled to continue our collaboration with ICCS, as this partnership has proven instrumental in enhancing the success of our exhibitions. We look forward to strengthening our events' international appeal and providing an even more dynamic platform for businesses to thrive. This partnership will further enrich both SIJE and SIGEP Asia & Restaurant Asia, ensuring high-quality engagement and valuable industry connections."

Giacomo Marabisio, Managing Director of ICCS said: "Our commitment is to facilitate the interaction between Italians and Singaporeans companies. Singapore serves as the springboard for the Asia Pacific Region, and the collaboration with IEG Asia helps us to pursue our mission of increasing the bilateral trade between Italy and Singapore, always in coordination with the other Italian Institutions in Singapore, the Italian Trade Agency and, of course, the Embassy of Italy.

We hope SIJE and SIGEP Asia & Restaurant Asia will mark the beginning of more IEG Asia's exhibitions in Singapore and further collaborations with our Chamber of Commerce.

This renewed partnership reaffirms the commitment of ICCS and IEG Asia to foster business opportunities in the respective event industries, especially within the APAC region. With this collaboration, the events are poised to deliver an invaluable experience to exhibitors, buyers and industry professionals alike.

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