

Press Release  
-For Immediate Release-



## **Café Malaysia returns for its 4<sup>th</sup> edition in 2018**

September 5, 2017: Café Malaysia returns for its 4<sup>th</sup> edition in 2018! Following the roaring success and overwhelming response from the exhibitors and the public in the last three editions, this three-day event is set to return on January 25-27, 2018 at Matrade Exhibition & Convention Centre (MECC).

This exhibition will feature more than 150 exhibitors from 15 countries spanning nearly 5,000 square metres gross area and an anticipated turn-out of 12,000 visitors. For the fourth year running, Café Malaysia is a trade show dedicated to bringing over regional and international coffee roasters, traders, producers, connoisseurs and tea communities under one roof. It serves as a one-stop hub for decision makers to source for their café needs and explore new business collaborations and opportunities in the country.

Café Malaysia 2017 which was held January 12-14 concluded with a resounding success, attracted some 138 exhibitors from 18 countries and generated some USD2.8 million worth of sales on the spot and under negotiation over the next 12 months. In total, a good number of 12,050 visitors from 35 countries, both trade and consumers, attended the three-day event.

The fourth instalment of Café Malaysia will host all three internationally-sanctioned championships – Malaysia Latte Art Championship (MLAC) 2018, Malaysia Barista Championship (MBC) 2018 and Malaysia Brewers Cup (MBrC) 2018. The winners of each competition will be declared as National Champions and will represent Malaysia in the World Championship.

The inaugural 'Food Truck Show' will also run concurrently with Café Malaysia 2018. This show will zoom in on the needs of the mobile food truck industry, ranging from trucks, truck fabrication, business licences and permits to food safety and packaging. 'Food Truck Show' offers a wide range of products and services for business and entrepreneurs interested in venturing into the Food Truck business.

Café Malaysia is organised by CEMS Conference and Exhibition (M) Sdn Bhd and hosted by the Malaysia Specialty Coffee Association (MSCA) and Café Owners Alliance Malaysia (COA). MSCA is a member of the ASEAN Coffee Federation (ACF). The event is endorsed by MATRADE and supported by Ministry of Tourism and Culture Malaysia and the Malaysia Convention and Exhibition Bureau.

- Ends -

To learn more about Café Malaysia, please visit [www.cafe-malaysia.com](http://www.cafe-malaysia.com)  
Facebook: **/CafeMsia**

For more information, please contact:  
Nick Lim,  
Assistant Manager, Exhibitions  
CEMS Conference & Exhibition (M) Sdn. Bhd.  
[nick@cems.com.my](mailto:nick@cems.com.my)