

Press Release
-For Immediate Release-



**CAFE
MALAYSIA**

The 6th International Cafe Equipment,
Supplies & Technology Exhibition

Café Malaysia – the most coffee-centric exhibition will be back for its 6th edition in 2020

27 March 2019: Café Malaysia 2020 will be back bigger and better! For the past few editions, Café Malaysia has received positive feedbacks from exhibitors and visitors and successfully delivered outstanding results, this three-day event is set to return on 9-11 January 2020. With raving feedback on its comprehensive facilities and overall compatibility as our venue, the Malaysia International Trade & Exhibition Centre (MITEC) will also be home for our 6th edition!

This exhibition will aim to feature up to 200 exhibitors from 22 countries spanning nearly 6,000 square metres gross area and an anticipated turn-out of 15,000 trade and public visitors. For the sixth year running, Café Malaysia is a trade show dedicated to reuniting regional and international coffee roasters, traders, producers, connoisseurs and tea communities under one roof. It serves as a one-stop platform for decision makers sourcing café needs and exploring potential business collaborations and opportunities in the country and beyond.

Café Malaysia 2019 which was held on 17-19 January concluded with resounding success, attracting some 180 exhibitors from 22 countries and generated some USD4 million worth of sales on the spot and under negotiation over the next 12 months. In total, a good number of 13,550 visitors from 52 countries, both trade and consumers, attended the three-day event.

The sixth edition of Café Malaysia will host all three internationally-sanctioned championships – Malaysia Latte Art Championship (MLAC) 2020, Malaysia Barista Championship (MBC) 2020 and Malaysia Brewers Cup (MBrC) 2020. The winners of each competition will be declared as National Champions and will represent Malaysia in the World Championships.

The third 'Food Truck Show' will also run concurrently with Café Malaysia 2020. 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 2020, please visit www.cafe-malaysia.com

Facebook: [/CafeMsia](https://www.facebook.com/CafeMsia)

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