

Media Release
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Malaysia International Trade & Exhibition Centre (MITEC)
Level 1, Hall 2
Kuala Lumpur, Malaysia
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Malaysians show their love for coffee

19 January 2019, Kuala Lumpur, Malaysia The fifth edition of the Café Malaysia series recorded another exhilarating success this year with 12,000 trade and public visitors who showed their love of the dark brew at the 3-day multi-sensorial show. The show was officially opened by guest-of-honour, **Yang Berhormat Dr Ong Kian Ming, Deputy Minister, Ministry of International Trade and Industry (MITI)** on January 17, 2019 at the Malaysia International Trade & Exhibition Centre (MITEC).

The Café Malaysia series which was first launched in 2015 is the largest gathering of the tea and coffee industries in Malaysia and one of the largest in Southeast Asia. This dynamic B2B platform is sought by key decision makers of the coffee and tea industries as a sourcing destination for their café needs and to explore new collaborations and opportunities in a country where the number of specialty coffee drinkers has grown rapidly over recent years. This year marked the largest presentation of the Café Malaysia series since its inception. It hosted 180 international, regional and local exhibitors from 22 countries.

History was made at the show when it hosted ASEAN's top coffee experts from Malaysia, Indonesia, the Philippines, Singapore and Vietnam who are members of the ASEAN Coffee Federation (ACF). At the show, they announced the development of ASEAN's very own set of **Coffee Standards** which focuses on coffee beans cultivated in the ASEAN region. The set of Coffee Standards will be an excellent tool to boost the growth of the coffee industry in ASEAN which features key differentiations from existing standards originating from the west.

Another first at Café Malaysia 2019 was the inaugural **Malaysia Food Truck Congress**. The congress was presented as a business platform for key decision-makers and industry players to keep abreast of new technological improvements in the Food Truck F&B sectors, as well as to examine the latest developments and market trends. Delegates at the congress met to exchange ideas with one another, as well as to expand their professional and business networks. Topics covered at the congress included wholesale purchasing, marketing, licensing, food truck safety, and the fast-changing regulations of the industry.

Another concurrent event, the second edition of the **Food Truck Show**, was held at the same venue as a comprehensive educational platform for industry and business professionals to discuss essential key topics pertaining to the local food truck scene such as planning, permitting, truck fabrication, food safety, production and innovative ideas.

Three internationally-sanctioned coffee competitions were also a major draw among coffee enthusiasts at Café Malaysia 2019. Supporters of contestants thronged the exhibition hall throughout all three days to witness the country's top baristas compete for the prestigious champion titles in the **2019 Malaysia Barista Championship**, the **2019 Malaysia Brewers Cup**, and the **2019 KL Coffee Club Malaysia Latte Art Championship**. The first placed winners of each of the three championships will also be accorded the honour to represent Malaysia at the world stage later this year.

Cafe Malaysia 2019 was organised by CEMS Conference & Exhibition (M) Sdn Bhd, and was hosted by the Malaysia Specialty Coffee Association (MSCA) and the Café Owners Alliance Malaysia. MSCA is a member of the ASEAN Coffee Federation (ACF). The show was also endorsed by the Malaysia External Trade Development Corporation (MATRADE).

-Ends-

Photo Download Link:

<https://www.dropbox.com/sh/1ojm432c53wyrro/AAC9a5T1jU-h6uo-loGYIVvha?dl=0>

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www.cafe-malaysia.com www.facebook.com/cafemsia

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Released by The Rainmaker Marketing Group on behalf of Café Malaysia 2019

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