

PRESS RELEASE
For Immediate Release



MATRADE Exhibition & Convention Centre, Kuala Lumpur, Malaysia
14 – 16 January 2016

Café Malaysia Returns – Bigger and Better!

August 27, 2015, Malaysia: Café Malaysia, the three-day gathering of the coffee and industry is set to return on a larger scale at **MATRADE Exhibition & Convention Centre (MECC)**, Kuala Lumpur from 14 to 16 January 2016 and will, for the very first time, host all three national level championships, showcasing the nation's top baristas. The second instalment of Café Malaysia will host all three internationally-sanctioned championships – the **Malaysia Latte Art Championship (MLAC) 2016**, the **Malaysia Brewer's Cup (MBrC) 2016** and the **Malaysia Barista Championship (MBC) 2016**.

Following the roaring success and response by exhibitors and the public to the inaugural Café Malaysia held in May 2015, the return of the exhibition marks Malaysia's largest gathering of the tea and coffee industries and communities. The organiser expects some 150 exhibitors from 15 countries and an estimated 12,000 visitors from the trade and members of the public. The exhibition is projected to span over 6,000 square metres.

The trade and consumer event will host the meetings of café and teashop owners and managers, importers and exporters, distributors and suppliers of machinery, equipment, and raw materials. It serves as a dynamic B2B platform for key decision makers to source for their café needs and explore new collaborations and opportunities in a country where the number of specialty coffee drinkers has grown over the years. Malaysia, especially in Kuala Lumpur, has witnessed a significant increase in the number of cafés.

"The 3-day exhibition will be teeming with networking opportunities for the trade and fun-filled activities for the public on everything coffee and tea. There will also be exclusive workshops, classes and demonstrations of the latest technologies, trends and techniques pertaining to coffee and tea. We are delighted to be able to present Café Malaysia to the industry and to the many specialty coffee lovers here," said Mr Edward Lie, PBM, Group Managing Director, CEMS Conference & Exhibition (M) Sdn Bhd in his welcome address at the press conference to announce the return of Café Malaysia this afternoon.

In his opening address, Mr Victor Leong, President of the Malaysia Specialty Coffee Association (MSCA) said, "MSCA was formed to unite, develop and enhance the Specialty Coffee Industry in Malaysia. The show is an integral part of its initiative to work hand-in-hand with the industry to promote activities and competitions that will benefit not only the industry, but also the cultural and economic aspects of the Specialty Coffee Industry. In our inaugural show held in May this year, the industry players found the exhibits, forums, discussions and activities relevant to their pursuit of excellence and differentiation in the coffee industry."

A key highlight of the exhibition will be the live and intense battles in all three championships at the national level, organised by MSCA. According to Mr Victor Leong, President, MSCA, "Talent is an important

factor that contributes to the success of our industry. These are exciting times for the industry and we are heartened to see many talented young people join the industry. MSCA is happy to note that our youth are now living their dreams and harnessing their creativity by pursuing an artisan's career as baristas, brewers or latte artists. To support their aspirations, we will continue to organise the championships and help prepare them to compete on the world stage."

Café Malaysia is organised by CEMS Conference & Exhibition (M) Sdn Bhd and is hosted by Malaysia Specialty Coffee Association (MSCA). MSCA is a member of the ASEAN Coffee Federation (ACF). The event is endorsed by Malaysia External Trade Development Corporation (MATRADE) and supported by Ministry of Tourism and Culture Malaysia (MOTAC) and the Malaysia Exhibition and Convention Bureau (MyCEB).

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Malaysia Barista Championship (MBC) 2016

The Malaysia Barista Championship is the premier National Barista Championship that highlights the skills of our Nation's Top Baristas. It is the summit of the industry's elite Coffee Professionals. This is the only Championship that is sanctioned by the World Coffee Events that governs the global Barista Competitions. As such our Malaysian Champion from this competition will represent our country on the world stage.

The objective of Malaysia Barista Championship (MBC) is to highlight the skills of these baristas, promoting excellence in service, presentation as well as self-confidence.

Malaysia Brewer's Cup (MBrC) 2016

The Malaysia Brewers Cup (MBrC) will line-up Malaysia's top baristas who will showcase their coffee brewing expertise. The winner will represent Malaysia in the World Brewer's Cup in the World Stage. The World Brewers Cup competition highlights the craft of filtered coffee, brewed by hand; promotes manual coffee-brewing and service excellence in Specialty Coffee. This Championship not only challenges the depth of knowledge of the Barista but also tests his or her ability to truly bring out outstanding flavours through techniques in the brewing of coffee.

Malaysia Latte Art Championship (MLAC) 2016

The Malaysia Latte Art Champion (MLAC) will see top and creative baristas competing to create the best looking cup of latte. The winner will be awarded the honour to represent Malaysia in the World Latte Art Championship. The championship highlights the artistic expression in a competition platform which challenges the barista in an on-demand performance and the audience can expect a riveting display of intricate skills and showmanship by contestants.

Media Enquiries

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