

**PRESS RELEASE**

**For Immediate Release**



**CAFÉ  
MALAYSIA**

The 3rd International Cafe & Bakery Equipment,  
Supplies & Technology Exhibition

**MATRADE Exhibition & Convention Centre, Kuala Lumpur, Malaysia**

**12 – 14 January 2017**

## **Café Malaysia Returns for the Third Year**

**November 4, 2016, Malaysia:** Café Malaysia, the most awaited event specially dedicated to café & teahouse industry players is poised to return with more explosion at **MATRADE Exhibition & Convention Centre (MECC)**, Kuala Lumpur from 12 -14 January 2017. A three-day event with more than 150 exhibitors from **15** countries spanning nearly to **6,000** square metres gross area and anticipated around **10,000** visitors. The third instalment of Café Malaysia will host all three internationally-sanctioned championships – the **Malaysia Latte Art Championship (MLAC) 2017**, the **Malaysia Brewer’s Cup (MBrC) 2017** and the **Malaysia Barista Championship (MBC) 2017**.

Following the success and overwhelmed responses from the previous edition in year 2016, Café Malaysia has crafted as an exclusive and ideal B2B platform for Coffee industry in the country to facilitate industry professionals and key decision makers to forge partnership collaborations, networking and numerous business opportunities associated with the current rapid growth of coffee drinkers’ enthusiast as well the boutique café and outlets in Malaysia. As a result, many loyal exhibitors in 2016 taking larger booth stands to exhibit more of their products and services in Café Malaysia 2017.

One of the key highlight, will be the 3 prestigious national level coffee championships organised by the Malaysia Specialty Coffee Association (MSCA) involves Malaysia’s top baristas performing their coffee brewing skills, techniques and creativeness.

“We are amazed by the immense growth, passion and the love of coffee in Malaysia by witnessing many upcoming new and trendy cafes with innovative mixtures to the dynamic coffee scene. The 3 day event will be packed with scores of business opportunities and activities such as product presentations, forums, workshops and networking for coffee lovers to engage and gain knowledge from the latest trend”, said Mr Edward Liu, PBM, Group Managing Director of CEMS Conference & Exhibition (M) Sdn Bhd.

According to the President of MSCA, Ms Yip Leong Sum, “MSCA again proudly to host Café Malaysia, a perfect and ideal platform where appreciation for coffee can be achieved through use of latest technologies, trends and techniques. The event dedicated to all coffee lovers and is a valued initiative to establish MSCA’s vision of promoting, enhancing and uniting the Specialty Coffee Industry in Malaysia”.

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)**

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)**

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)**

The Malaysia Latte Art Championship (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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