



**PRESS RELEASE**

**For Immediate Release**

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**Café Malaysia makes strategic move to a new date of  
14 – 16 January 2016**

Café Malaysia 2016 will now take place from 14 - 16 January 2016 at MATRADE Exhibition & Convention Centre, Kuala Lumpur, Malaysia, moving from the dates of 5 – 7 May 2016.

This strategic move was made to greatly enhance the Café Malaysia scene at large.

In view of the World Latte Art Championship that will be held in Shanghai in March come 2016, this movement of dates will facilitate and accommodate the hosting of Malaysia Latte Art Championship (MLAC) 2016 in conjunction with Café Malaysia 2016.

This competition highlights the importance of artistic expression and challenges the barista in an on-demand performance. The Champion chosen will then represent Malaysia to compete on the world stage.

Mr Steven Tan, General Manager of CEMS Conference and Exhibition (Malaysia) Sdn Bhd, Organiser of Café Malaysia stated: "We are happy to accommodate the movement of dates of Café Malaysia in support of our partner, Malaysia Specialty Coffee Association, so as to value add to the staging of the Malaysia Latte Art Championship (MLAC) 2016 as we believe that this will greatly benefit the café scene in Malaysia. We also hope that through Café Malaysia and the various championships happening in conjunction, we will be able to further propel the café, coffee and tea industry forward."

Mr Victor Leong, President of Malaysia Specialty Coffee Association (MSCA) stated: "We are very grateful and truly appreciate CEMS for assisting us in establishing this unparalleled platform through this strategic change to conduct the championships. We want to express our sincere gratitude and support for Café Malaysia and we look forward to foster and deepen our strategic partnership for the café scene in Malaysia."

MSCA will be organizing the three major competitions in conjunction with Café Malaysia 2016, the MLAC 2016, Malaysian Brewer's Cup Championships (MBCC) 2016 as well as the Malaysia Barista Championship (MBC) 2016.

Café Malaysia 2016 will take the center-stage from 14 – 16 January 2016 at MATRADE Exhibition & Convention Centre, seeing the largest gathering of key coffee and tea industry players with the widest array of equipment, machinery and accessories showcase.

The 3-day exhibition will successfully represent and reflect the growing cafe scene and trends in ASEAN and worldwide, making Café Malaysia 2016 your one and only original platform for Malaysia's café, coffee and tea industry.

Your perfect brew awaits.

For more information, please visit Café Malaysia at [www.cafe-malaysia.com](http://www.cafe-malaysia.com).



**CAFE  
MALAYSIA**

The 2nd International Cafe Equipment,  
Supplies & Technology Exhibition

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**About CEMS Conference & Exhibition (Malaysia) Sdn Bhd**

Conference & Exhibition Management Services Pte Ltd has been established since 1980, serving the exhibition industry in Southeast Asia. CEMS Conference & Exhibition (Malaysia) Sdn Bhd is a subsidiary of CEMS to bring forth the Café Malaysia series, the sister exhibition of Café Asia.

CEMS organizes 15 industrial and lifestyle events comprising ArchXpo, Facility Management, LED & Lighting, Glass Machinery, Safety & Security, Fire & Disaster Management as well as Jewellery and Café Exhibition in Southeast Asia. In China, CEMS organizes tourism events in Beijing, Guilin, Xi'an and Chengdu.