

**Media Release  
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**CAFE  
MALAYSIA**

The 1st International Cafe Equipment,  
Supplies & Technology Exhibition

**MATRADE Exhibition & Convention Centre  
7 to 9 May 2015, Kuala Lumpur, Malaysia**

## **Inaugural Café Malaysia opens its doors to Malaysia's Largest Gathering**

- of the Coffee and Tea Industry players
- of artisan baristas and latte artists
- of more than 100 Café Owners from across East and West Malaysia at the launch of Café Owners Alliance

**May 7, 2015 Malaysia:** Kuala Lumpur took center stage this morning as the host for the inaugural Café Malaysia 2015. The exhibition marks one of the largest gatherings of the tea and coffee industries in Southeast Asia.

The multi-sensory event was declared open by **Guest-of-Honour, Yang Berbahagia Datuk Dr Rebecca Fatima Sta Maria, Secretary General, Ministry of International Trade and Industry (MITI) Malaysia** at an official opening ceremony at MATRADE Exhibition and Convention Centre this afternoon.

The strong showing of 73 exhibitors from 11 countries who filled the exhibition hall can look forward to receiving some 11,000 visitors from the trade and members of the public over the three days of the show. This inaugural trade and consumer event in Malaysia is dedicated to the café and teahouse communities. It brings together the 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 also seen a significant increase in the number of cafés.

The 3-day exhibition will also 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 the industry. The gelato making classes by **Carpigiani Gelato University** and Italian trainer, Marco Alfero will be of interest to café owners who seek to expand their menus in order to serve a wider range of food in response to greater competition among cafes and where differentiation is becoming a necessity in growth markets. A must-visit segment of the show will be the booth of the show's platinum sponsor, **Arissto**.

Café Malaysia will also serve as the launch pad of the **Café Owners Alliance**. The newly formed alliance has already attracted close to 100 café owners across East and West Malaysia. One of the key highlights will be the industry dialogue and forum held in conjunction with this launch. The panel discussion on the morning of May 8 will be moderated by Kelvin Ngow, Executive Director of Coffex Coffee. The distinguished panelists include Thayalan A/L Ramadas from the Compliance and Industrial Development Division, Ministry of Health Malaysia and Pang Anak Nyukang from Malaysian Quarantine and Inspection Services, Ministry of Agriculture and Agro-Based Industry Malaysia.

Café Malaysia 2015 will witness the national launch of the **Malaysian Brewer's Cup Championships (MBCC)** and the **Malaysian National Latte Art Championships (MNLAC)**. Malaysia's top baristas will brew their way to represent Malaysia at the World Brewer's Cup Championships 2015 and the World National Latte Art Championships. Visitors to the event will be awed by how the masters brew a perfect cup of coffee, distinguish a variety of coffee and decorate their latte. (The programme outline for the show is attached).

The exhibition is organized by CEMS Conference and Exhibitions (M) Sdn Bhd (CEMS) and is hosted by the Malaysia Specialty Coffee Association (MSCA). MSCA is also a member of the ASEAN Coffee Federation (ACF). The event is supported by Ministry of Tourism and Culture Malaysia, Malaysia Convention & Exhibition Bureau, ASEAN Coffee Federation, Barista Association of Thailand, Philippine Coffee Board, Lao Coffee Association, Singapore Coffee Association and the Specialty Coffee Association of Indonesia.

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