

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

Café Malaysia A Roaring Success!

- **A record of more than 8,000 people visited the show**
- **Over 70% of the space for Café Malaysia in 2016 snapped up**

May 9, 2015 Kuala Lumpur, Malaysia: The inaugural trade and consumer event in Malaysia dedicated to the café and teahouse communities was a roaring success. The three-day event at MATRADE Exhibition and Convention Centre was packed with visitors from the time it opened its doors on May 7, 2015 right up to when it closed its doors at 5pm on May 9, 2015.

The show which played host to more than 8,000 visitors and 73 exhibitors from 11 countries is 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.**

So successful was the event that more than 70% of the exhibition booths for Café Malaysia 2016, was snapped up by the industry players before the 2015 show closed its doors at 5pm today.

The inaugural trade and consumer event brought together the café and teashop owners and managers, importers and exporters, distributors and suppliers of machinery, equipment, and raw materials. It served 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 saw numerous networking opportunities for the trade and fun-filled activities for the public on everything coffee and tea. The exclusive workshops, classes and demonstrations of the latest technologies, trends and techniques pertaining to the industry were warmly received and attended by visitors. Gelato making classes by **Carpigiani Gelato University** and Italian trainer, Marco Alfero was of interest to café owners who sought 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. The booth by **Arissto**, the exhibition's platinum sponsor, was a popular stop at the show for both trade visitors and members of the public.

Café Malaysia also saw the official launch of the **Café Owners Alliance**. The newly formed alliance

attracted close to 100 café owners across East and West Malaysia. One of the key highlights Café Malaysia was the industry dialogue and forum held in conjunction with the launch. The panel discussion which took place on the morning of May 8 was moderated by Kelvin Ngow, Executive Director of Coffex Coffee. The distinguished panelists included 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 witnessed the national launch of the **Malaysian Brewer's Cup Championships (MBCC)** and the **Malaysian National Latte Art Championships (MNLAC)**. The top baristas brewed their way to represent Malaysia at the World Brewer's Cup Championships 2015 and the World National Latte Art Championships. Visitors to the event were treated to an awe-inspiring segment where the masters brewed the perfect cup of coffee, distinguished a variety of coffee and decorated their latte. The winner of **Malaysian Brewer's Cup Championships (MBCC)** was Ms Wai Yee Beng from *Café In A Box*. The winner of **Malaysian National Latte Art Championships (MNLAC)** was Mr Eng Boon Hong from *Just Want Coffee*.

The exhibition was organized by Conference and Exhibitions Management Services (CEMS) and was hosted by the Malaysia Specialty Coffee Association (MSCA). MSCA is also a member of the ASEAN Coffee Federation (ACF). The event was supported by the 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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