

Media Release
For Immediate Distribution



5 to 7 May 2017
Kuala Lumpur Convention Centre (KLCC)
Kuala Lumpur, Malaysia

Excitement is brewing for the Inaugural Malaysia Coffee Fest 2017!

17 June 2016, Malaysia: The first ever Malaysia Coffee Fest will celebrate everything that is wonderful about Malaysia's vibrant coffee culture. From top class baristas to talented local artisan roasters, to fiercely independent coffee shops and more, it will all happen right here in Kuala Lumpur from 5 to 7 May 2017. The iconic Kuala Lumpur Convention Centre (KLCC) will take center stage as the venue of the inaugural Malaysia Coffee Fest 2017.

Coffee in Malaysia has been enjoying a promising growth in recent years mostly due to the increasing urbanisation of the country. Lifestyle changes and the demands of young consumers for convenient and fashionable products, have had a positive impact on the growth and direction of the industry. Everywhere in Malaysia, coffee is celebrated in hip and bustling cafes that serve up some of the most creative brews of specialist coffee and in charming, rustic coffee shops that serve the familiar and comforting brew of local Malaysian kopi – making up Malaysia's colourful and vibrant coffee scene.

According to Mr Edward Liu, PBM, Group Managing Director, CEMS Conference & Exhibition (Malaysia) Sdn Bhd, "having successfully organised Café Malaysia over the last two years, we are encouraged by the growth of the industry and the passion of its players. We are delighted to see that their passion and love of coffee in every brew that they create have been reciprocated by the growing number of coffee lovers and connoisseurs all over Malaysia. Many towns in Malaysia are enjoying the mushrooming

of hip coffee joints that offer an aromatic cup of coffee and the warm hospitality that Malaysians are well-known for.”

The coffee celebration is organised by the creator of the highly successful Café Malaysia series, CEMS Conference & Exhibition (Malaysia) Sdn. Bhd. and co-hosted by Malaysia Specialty Coffee Association (MSCA) and Café Owners Alliance, Malaysia (COA MY) will bring together the many hip cafes and well-known local coffee players and unite coffee lovers all over Malaysia, at a celebration that promises the best coffee brews Malaysia has to offer. 2017 is all set to be a very exciting year for the coffee industry and the coffee scene with the third showing of Café Malaysia for the trade and the inaugural Malaysia Coffee Fest for coffee lovers, young and young at heart!

“The Malaysia Specialty Coffee Association (MSCA) is delighted to be co-hosting the Malaysia Coffee Fest organised by CEMS Malaysia. This is our second collaboration with CEMS who is also the organiser of the Café Malaysia series of exhibition. Positioned as a B2C event, Malaysia Coffee Fest will be the ideal platform for all coffee lovers to come together to appreciate the best in coffee as well as to learn the latest coffee trend,” said Ms Yip Leong Sum, President of MSCA.

For more information, please contact:

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