



MEDIA RELEASE
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Delve into the world of coffee, tea and the café business

The inaugural Café Asia and International Coffee & Tea (ICT) Industry Expo will bring an all new perspective into the region's coffee, tea and café industries.

Singapore - The first-of-its-kind in Southeast Asia, Café Asia 2013 and International Coffee & Tea (ICT) Industry Expo 2013 will be held in Marina Bay Sands, Singapore from 14-16 March 2013. Strongly supported by the Singapore Coffee Association, the ASEAN Coffee Federation and other regional coffee and tea associations, Café Asia 2013 and ICT Industry Expo 2013 will bring an all new perspective into the coffee, tea and the café business.

The café industry in Singapore is rapidly booming as more local coffee shops, western-style café chains and unique-themed cafés are seen catering to consumers' diverse tastes in coffee and tea. According to recent figures provided by the Department of Statistics, the importing of coffee, tea and cocoa to Singapore has seen a stable rise between 2008 and 2011, up from \$1,082.1 in 2008 to \$1,410.3 in 2011. Experts commented that the trend was largely due to the increase in affluence and disposable income among local consumers, fueling consumption and demand for premium coffee and tea products.

This is where Café Asia 2013 and ICT Industry Expo 2013 seek to contribute. Mr. Edward Liu, Managing Director of Conference & Exhibition Management Services shared "We are delighted to be partnering EXPORUM and the Singapore Coffee Association for the debut presentation of both Café Asia 2013 and International Coffee and Tea Industry Expo 2013. The outlook for Asia's café, coffee and tea industry is positive and it is only apt that these two exhibitions are being organized to provide industry players with the hands-on knowledge and technical expertise to cater to the increasing demands and to remain at the forefront of their business."

"There are indeed huge business opportunities in the market. Asia has been the springboard for industry players to tap into this booming tea and café industries. Café Asia 2013 and ICT Industry Expo 2013 will be the strategic platforms where alliances will be formed and businesses transacted," shared Mr. Danny Shin, Chief Executive Officer, EXPORUM Inc.

To add on, Mr. Victor Mah, President of the Singapore Coffee Association commented, "Singapore's good geographical location has enabled her to stand out as the strategic business hub in Asia. Coupled with a state-of-the-art transport system, Singapore provides easy access to some of the key markets e.g. Indonesia, Vietnam, Malaysia, Thailand and China to name a few. Singapore has successfully set the stage and through our partnership with Café Asia 2013 as the host, we aim to bring this industry to greater heights!"



An interesting array of activities is lined up at Café Asia 213 and ICT Industry Expo 2013. The Singapore Coffee Association will be holding its series of championships at the venue. These championships include the 7th Singapore National Barista Championship, Singapore Latte Art Championship, Cup Tasters Championship and the Brewers Cup Championship, all seeking to recognize outstanding talents and professionals in the arts of brewing the best coffees, lattes and teas.

The ASEAN Coffee Federation, hosted by the Singapore Coffee Association, will also be holding the inaugural Asia Coffee Summit, placing its focus on examining sustainable practices in the coffee industry. International experts speaking at the Summit include Mr Willard Dub Hay, Senior Vice President of Starbucks Corporation's Global Coffee Authority and Dr Dave D' Haeze, Regional Manager of EDE Consulting.

With a total sell-out in exhibiting space, Café Asia 2013 and ICT Industry Expo 2013 will offer industry professionals the optimal platforms to explore lucrative business opportunities and discover possible business collaborations with potential buyers and suppliers. To the general consumer, Café Asia 2013 and ICT Industry Expo 2013 will be the ideal venue to delve deeper into the coffee, tea and the café business through the extensive showcases and free sampling of products.

For more information, visit Café Asia 2013 at www.cafeasia.com.sg and International Coffee & Tea (ICT) Industry Expo 2013 at www.intlcoffeeteaexpo.com.

For more information on the Asia Coffee Summit, please visit <http://www.cafeasia.com.sg/event-highlights-conferences.asp>

For more information on the Singapore National Barista Championship, please visit <http://www.cafeasia.com.sg/event-highlights-snbc.asp>

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