

Media Release
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International coffee, tea and confectionery showcase draws a record number of visitors

11,000 visitors at Southeast Asia's largest gathering of the coffee, tea and bakery industries

Singapore, 4 March 2017 – Café Asia 2017, International Coffee & Tea Expo (ICT Expo) 2017 and Sweets & Bakes Asia 2017 captivated some 11,000 visitors with a multi-sensorial showcase of 'Firsts'. The concurrent shows were declared opened by Guest-of-Honour, Mr Lee Yi Shyan, Member of Parliament of East Coast GRC, on March 2, 2017 at Marina Bay Sands Expo & Convention Centre, Hall E.

The highly successful **Café Asia** and **ICT Expo** series first launched in 2013 and the **Sweets & Bakes** series which was introduced a year later, together present the largest showcase dedicated to the team coffee and bakery industries in Singapore and the region. This dynamic B2B platform is sought after by key decision makers as a sourcing destination for their café needs and to explore new collaborations and opportunities in a country where the number of specialty coffee drinkers has increased over the years.

Spanning 5,000 square metres this year, **Café Asia 2017, ICT Expo 2017 and Sweets & Bakes Asia** hosted 168 exhibitors from all around the world namely, Australia, Brazil, China, France, Germany, India, Indonesia, Italy, Japan, Korea, Malaysia, Myanmar, Netherlands, Philippines, Rwanda, Singapore, Switzerland, Taiwan, Thailand, Timor-Leste and Vietnam.

The 3-day exhibition raised the bar for three industries with innovations that offered solutions for new recipes, better tasting products and productivity. It introduced some of the latest innovations, developments and technologies at exclusive workshops, classes and demonstrations and on the exhibition floor by industry experts, on everything coffee, tea and baked goods. Visitors discovered new sources and a wide array of supplies and innovative and cutting-edge equipment for cafes and bakeries, from coffee beans from traditional and non-traditional coffee producing countries, tea leaves, taste elevating baking ingredients, new exciting brews like Espresso Martini by Justin Metcalf and delectable gelato flavours.

Keen Competiton at Seven National Competitions

Top baristas, tea masters and bakers converged at the shows to contend for national titles and to represent Singapore in the world-level championships. New this year is the inaugural **Tea Masters Cup Singapore 2017** where Singapore crowned its first-ever Tea Master to compete at the prestigious Tea Masters Cup International 2017.

The National Coffee Championships rolled-out a new competition format, the **Singapore Coffee in Good Spirits Championships 2017**. The championship celebrates barista's creativity in celebrating the synergy between coffee and alcohol through innovative beverage recipes. Also returning this year are the **Singapore National Barista Championship, Singapore Latte Art Championship, Singapore National Brewers Cup Championship** and **Singapore Cup Tasters Championship**.

The Singapore Bakery & Confectionery Championship 2017 welcomed top bakers and confectioners who showcased their skills to create the most delicious and delightful breads and pastries. The bakers from some of the best hotels and bakeries here in Singapore kneaded, baked and worked magic with their creations, making them into stunning displays of edible art.

The winners are:

Championship	Winners
Tea Masters Cup Singapore 2017 – Tea Brewing	Dave Lim of Sun Ray Café
Tea Masters Cup Singapore 2017 – Tea Pairing	Dave Lim of Sun Ray Café
Tea Masters Cup Singapore 2017 – Tea Tasting	Darren Chang of Smitten Specialty Coffee & Tea
Singapore Bakery & Confectionery Championship 2017 – Bread Category Champion	Jacker Tok Siu Hong of Carlton Hotel
Singapore Bakery & Confectionery Championship 2017 – Cake Category Champion	Phua Wei Si and Maryann Tan Rui En of Temasek Polytechnic
Singapore National Barista Championship	Terence Tan of Santino Coffee Specialists
Singapore Latte Art Championship	Jervis Tan of Kinsmen Coffee
Singapore National Brewers Cup Championship	Rodman Chan of A.R.C.
Singapore Cup Tasters Championship	Rodman Chan of A.R.C.
Singapore Coffee in Good Spirits Championship	Natasha Shariff of Bettr Barista

Café Asia 2017, ICT 2017 and Sweets and Bakes 2017 are organized by Conference and Exhibitions Management Services (CEMS). Café Asia 2017 and the International Coffee & Tea Expo 2017 are hosted by Singapore Coffee Association and Sweets & Bakes Asia 2017 is hosted by Singapore Bakery and Confectionery Trade Association.

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About CEMS Conference & Exhibition Management Services Pte Ltd

Established in 1980, CEMS is a regional organizer with a global perspective. A key player in the Meeting, Incentive, Convention and Exhibition (MICE) industry in Singapore, CEMS has vast knowledge and experience in organizing and managing exhibitions, conferences and other special events for government agencies, associations and private enterprises, with business activities spanning across many countries in ASEAN including Singapore, Thailand, Malaysia, Myanmar and the Philippines, China in North Asia, and India, Sri Lanka, Bangladesh and Pakistan in the South Asia. In October 1997, CEMS achieved the distinction of being the first professional conference and exhibition organiser in Singapore to obtain the ISO 9002 certification. For the past decade, CEMS has formed strategic partnerships with both local and international players to achieve mutually desirable goals in the MICE industry

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