

**Press Release
for Immediate Distribution**



**Marina Bay Sands Singapore
Expo and Convention Centre Halls B & C
Thursday, 21 March to Saturday, 23 March 2019
10am to 6pm (March 21 & 22)
10am to 5pm (March 23)**

Industry leaders meet at Café Asia 2019 and inaugural Restaurant Asia 2019 to explore new frontiers Launch of first-of-its-kind ACF Specialty Coffee Auction

Singapore, 5 March 2019 Thousands of food and beverage (F&B) establishments in Singapore and the region dedicate themselves to serving freshly brewed cups of java or tea and delightful pastries every day. While many Asian countries have enjoyed the café culture phenomenon for many years, new markets like Myanmar, Laos, and Cambodia are now starting to witness the growth of the café industry in their countries.

To support the diverse needs of these thriving businesses, key players of the coffee, tea, and bakery industries will converge at Café Asia 2019 from 21 to 23 March to foster new collaborations, explore opportunities, and to present the latest trends and developments to trade professionals and members of the public.

Café Asia 2019, the International Coffee & Tea (ICT) Industry Expo 2019, and Sweets and Bakes Asia (SBA) 2019 concurrently offer a one-stop convenient sourcing hub for the F&B industry.

This year the three shows will be joined by the **inaugural Restaurant Asia 2019**. Organised by the Restaurant Association of Singapore in partnership with Conference and Exhibition Management Services (CEMS), the inaugural exhibition will present a dedicated showcase of the latest in cutting-edge restaurant, kitchen and culinary equipment, as well as solutions and supplies that will address the needs of restaurant owners, from front of house reception to the back of house operations.

Spanning a gross exhibition area of 7,000 square metres, the shows boasts of more than 250 exhibitors from 24 countries and are expected to attract over 10,000 restaurateurs, baristas, café and coffee purveyors, coffee roasters, tea and baking ingredients suppliers, equipment distributors, and members of the public over three days..

A key highlight of the show this year will be the **inaugural ACF Specialty Coffee Auction** which will make its debut at Café Asia 2019. A joint event by the ASEAN Coffee Federation and CEMS, the auction will feature coffee of specialty grade from participating exhibitors of Café Asia and also from ASEAN. All the beans on auction have been graded to meet

ASEAN's very own set of Coffee Standards which focuses on coffee beans cultivated in the ASEAN region. The set of ASEAN Coffee Federation Standards is an excellent tool to boost the growth of the coffee industry in ASEAN which features key differentiations from existing standards originating from the west. The auction is attractive because the specialty coffee beans offered observe a dedicated process to acquire better quality beans.

Details of the auction are:

Date	:	22 March 2019
Time	:	Bidder Cupping Session from 10.00am - 12.30pm "LIVE" Auction from 1.30pm - 4.00pm
Venue	:	Café Asia 2019, Hall B, Marina Bay Sands Convention Centre
Programme:		09:30am – 10:00am Bidders Registration 10:00am – 12:30pm Cupping Session for Registered Bidders 01:30pm – 04:00pm Live Coffee Auction 04:00pm – 05:30pm Transaction Administration

The shows will pack a comprehensive programme designed to impart deeper understanding of and appreciation for the trade and café industry.

Three national-level coffee championships will see Singapore's home-grown baristas, brewers, latte artists, and students contend in the Singapore Latte Art Championship, Singapore Cup Tasters Championship and the Singapore Coffee in Good Spirits Championship. Winners of the respective national titles will represent Singapore on the international stage at the world championships later this year.

Café Asia 2019, the International Coffee & Tea Industry Expo 2019, and Sweets & Bakes Asia 2019 are organised by Conference & Exhibition Management Services Pte Ltd (CEMS). Café Asia 2019 and International Coffee & Tea Industry Expo 2019 are hosted by Singapore Coffee 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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