



**CAFE  
ASIA**

The 5th International Cafe & Bakery Equipment,  
Supplies & Technology Exhibition



**Expo 2017**

The 5th International Coffee & Tea Industry Expo



**Marina Bay Sands Singapore  
Expo & Convention Centre  
Hall E**

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**2 - 4 March 2017**

In Conjunction With



**Sweets &  
Bakes Asia 2017**

The 4th International Sweets, Desserts & Bakery Exhibition

[www.cafeasia.com.sg](http://www.cafeasia.com.sg)



[facebook.com/CafeAsia.Page](https://facebook.com/CafeAsia.Page)

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# Get set for Café Asia & International Coffee and Tea Industry Expo 2017!

Café Asia 2017 will open its doors once again to the fast growing ASEAN Economic Community at Marina Bay Sands Convention Centre, Singapore from 2 to 4 March 2017.

The giants of ASEAN (Indonesia, Malaysia, Thailand, Singapore, Philippines & Vietnam) with a total combined population of 625 million and a combined growth of 5% annually, will be able to use Café Asia 2017, Singapore as the best platform for suppliers and exporters to showcase their coffee/tea commodities, beverages, accessories, equipment and supplies to the ASEAN buyers and beyond.

So join us at Café Asia 2017, Singapore to expand your business and network with the new entrepreneurs in the Café & Bakery Industry!!

## 2017 Show Projections

### 2016 Show Statistics

**5,000sqm**  
gross exhibition area



**140** exhibitors from  
**20 countries**

**6,984**  
Trade & Public

Sales On-Site / Under  
Negotiation expected  
over the next 12 months  
Estimated at more than

**S\$42 million**

Media Exposure

**S\$3 million**



**5,000sqm**  
gross exhibition  
area

**150**  
exhibitors from  
**20** countries

**8,000**  
trade & public

### Event Highlights

#### Singapore National Barista Championship (SNBC)

The SNBC is an annual event where Singapore's top baristas come together to showcase their talents and compete for the coveted title of National Champion and the opportunity to represent Singapore in the Annual World Barista Championships (WBC).

#### Singapore National Latte Art Championship (SNLAC)

The Singapore National Latte Art Championship will have top baristas come head to head to vie for the winning title in creating the most artistic cup of coffee. The victor will represent Singapore in the annual World Latte Art Championships (WLAC).

#### Singapore National Brewers Cup Championship (SNBRC)

The Singapore National Brewers Cup Championship highlights the craft of filter coffee brewing by hand, promoting manual coffee brewing and service excellence. The winner from the final round will be named the Brewers Cup Champion who will then represent Singapore at the World Brewers Cup (WBC).

#### Singapore National Cup Tasters Championship (SNCTC)

The Singapore National Cup Tasters Championship awards the professional coffee cupper who demonstrates speed, skill, and accuracy in distinguishing the taste differences in specialty coffee. The winner from the final round will represent Singapore in the annual World Cup Tasters Championship (WCTC).

#### Launchpad

The Launchpad Program is a platform for exhibitors to showcase and present their latest products/services to the visitors. Exhibitors can utilise the opportunity to conduct demonstrations, sampling or technical presentations to further introduce their products/services.



# What exhibitors say about the event!



“ We are very happy to meet many people from Singapore and Southeast Asia countries at the show, and we believe we can successfully promote our new system and brands in this region through Café Asia. ”

**Luigi Ceccarelli**, General Manager  
Barsetto Asia Pacific Office



“ We are very excited to be here to attend the exhibition for the first time and to share our passion and knowledge of tea to everyone in Singapore. There is a good crowd and we are glad to see many people being passionate about tea and wanting to learn more. ”

**Huang Chung Hao**, Project Engineer  
vonsTea



“ We are very glad to participate in Café Asia as we managed to meet new potential customers, be it local or overseas. We are very thankful that our innovative product range offered has attracted and impressed many visitors in the show. ”

**Foo Kok Kwang**, General Manager  
Kaffa Kaldi Pte Ltd



“ We are very happy with the response as we have encountered quite a number of trade customers at our booth, making Café Asia a very good experience for us personally and on a corporate level as well. Thank you very much. ”

**Pamela Heng**, Assistant Sales Manager  
F&N Foods Pte Ltd



“ This is the third year we are joining Café Asia, and it is good that we got to meet a lot of potential customers this time. The quality of the visitors has also improved as compared to the previous year. ”

**Daniel Zhang**, Managing Director  
TransZ coffee Pte Ltd



“ Café Asia is really interesting for us, and we are proud to represent the first Brazilian booth here in the show with the support of the Brazilian Embassy in Singapore. We believe we can reach the market of Southeast Asia through Cafe Asia in Singapore. ”

**Helio Galvao Ciffoni**, CEO  
Sapiens Global

# Market Information

- **Facts and Figures**  
Southeast Asia remains the home to the strongest emerging markets for global trade and investing opportunities.
- As more of the world turns to coffee, demand for the beverage will increase by nearly 25% over the coming five years - slated to rise from 141.6 million bags to 175.8 million bags by 2020. *Source: International Coffee Organization (ICO), Feb 2015*
- With the increasing number of speciality coffee shops and the trend towards visiting cafés, the coffee-drinking culture became more ingrained among Singaporeans. Specialty coffee was preferred, not only due to its premium taste but also due to its association with a higher social status. *Source: Coffee in Singapore, Feb 2016*
- Convenience and premium quality remain a key driver of the purchasing decision for end users experiencing a more-hectic lifestyles. As a result, fresh ground coffee pods continued to perform the best in 2015, increasing by 7% per year in retail volume terms. *Source: Coffee in Singapore, Feb 2016*
- The number of coffee shops in Asia is rapidly increasing with a 7% per annum growth rate, with more than 500 billion cups of coffee consumed annually valued at US\$100 billion *Source: Business Insider Singapore, Feb 2014*
- Global demand for tea is forecast to expand 5.8% per annum between 2015 and 2019. *Source: Tea in Singapore, Feb 2016*
- Fruit / herbal tea experienced the fastest retail volume growth of 4% in 2015 due to the rise of speciality tea establishments, providing innovative teas with real health benefits. *Source: Tea in Singapore, Feb 2016*

## Why You Should Participate

Expand your business in the fast growing ASEAN economic community.

Meet and network with potential clients face-to-face.

Establish strategic partnership.

Heighten product and brand awareness.

Keep up with industry trends and developments.

Showcase latest products and innovations.



## Exhibitor Profile

### Commodities

Coffee Beans  
Cocoa Beans  
Tea Leaves

### Coffee Processing

Coffee Roasting Machinery  
Coffee Grinders  
De-Caffeinators  
Specialty Coffee Roasters  
Wet/Dry Processing Machinery

### Tea Industry

Manufacturers of Tea Extracts  
Specialty Suppliers  
Tea Leaf Roasting Machinery  
Tea Processing Machines

### Cocoa Processing

Cocoa Grinders  
Roasting Machines  
Specialty Suppliers

### Machinery & Equipment

Bagel Machine  
Bakery and Pastry-making machinery  
Bakery Trolley  
Bread Encrusting Machine  
Bread Moulder  
Bread Slicer  
Brewing & Grinding Equipment  
Café Interior Design  
Café Utensils  
Care & Cleaning Equipment  
Coffee & Tea Accessories  
Coffee Brewing Equipment  
Coffee Maker  
Cooker  
Display Chiller  
Dough Divider/Bun Divider  
Dough Sheeter  
Energy, Ventilation and Air-conditioning Technology  
Filters  
Furniture and Furnishings

Ice-Cream Maker  
Kitchen Equipment  
Laboratory and Measuring Instruments  
Oven (Combo Oven, Tunnel Oven, Pizza Oven, Deck Oven, Rotary Oven, Convention Oven)  
Packaging Equipment Paper  
Packaging Technology  
Pods  
Proofer  
Refrigeration and Fermentation Technology  
Refrigeration System Franchising  
Show Case & Display  
Stainless Steel Machines  
Steamer  
Tea Maker  
Waffles Machines

### Franchising & Licensing

F&B Franchising & Licensing  
Café Franchising & Licensing

### Furniture & Accessories

Accessories  
Barista Equipment  
Café Interior Design/Fittings  
Care & Cleaning Equipment  
Catering Equipment  
Corporate Gifts  
Furniture  
Labels  
Pest Control  
Refrigerators  
Semi-Manufactured Products  
Tableware  
Uniform Suppliers  
Vending Machines  
Water Filters

### F&B Supplies

Carbonated Beverages  
Coffee  
Chocolate  
Dairy  
Desserts  
Extracts  
Flavours

Fruit Juices  
Ice Cream  
Liquor, Wine, Spirits  
Sauces  
Snacks  
Sugar & Sweeteners  
Syrups  
Tea

### Packaging/Paper

Coffee Filter Paper  
Packaging Machines  
Packing Equipment Paper  
Teabag Paper

### Services

Agents  
Associations  
Brokers  
Café/Interior Designers  
Chefs  
Distributors  
Export & Import Companies  
Franchising  
Restaurants  
Research & Development  
Traders  
Trade Media  
Training & Education  
Transport

### Sweets/Chocolates/ Ice Cream/Gelato

Chocolates  
Flavours  
Ice Cream  
Ice Cream Machinery  
Ingredients

## Trade Visitor Profile

Associations  
Baristas  
Cafe & Restaurant Owners  
Canteen Operators  
Certifiers  
Chefs  
Coffee Houses  
Country Clubs  
Distributors  
Exporters  
F&B Managers  
Fast Food Outlets Managers  
Food Services  
Franchise Operators  
Hotel Managers  
Manufacturers  
- Coffee Extract  
- Herbal Tea  
Organisations  
Packers  
Retailers  
Roasters  
Snack Bars  
Wholesalers



## EXHIBITING RATES

### Participating Rates (3 Days)

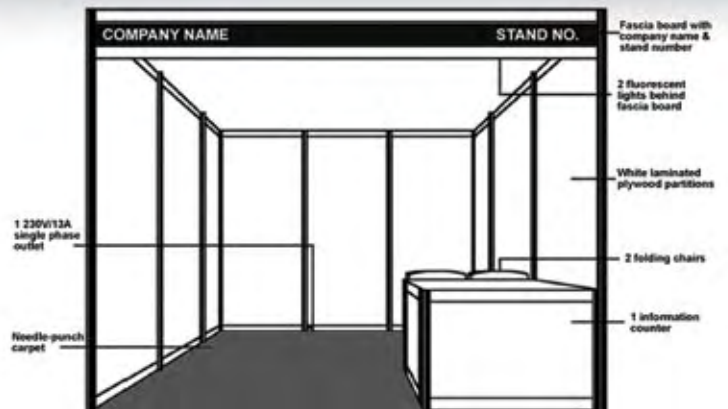
**Bare Space** (min. 18 sqm)

**SGD\$500 per sqm**

**Shell Scheme** (min. 9 sqm)

**SGD\$580 per sqm**

**A 9sqm Package will include:** Fascia Board with Company Name & Stand No. • White Partitions • Needle-Punched Carpeting • Single Phase Electrical Socket (220V) • 2 Fluorescent Lights • 2 Folding Chairs • 1 Information Counter • 1 Waste Paper Basket



**Join us at the Café Owners Alliance Singapore!**

**The official community for cafe owners in Singapore. [www.facebook.com/COA.SG](http://www.facebook.com/COA.SG)**

For Enquiries and Participation, please contact:

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