



## **NEWS RELEASE FOR IMMEDIATE RELEASE**

### **CAFÉ ASIA/INTERNATIONAL COFFEE & TEA EXPO AND SWEETS & BAKES ASIA 2014 @ MARINA BAY SANDS FROM 6-8 MARCH 2014, SINGAPORE.**

Singapore took center stage as the host for Café Asia 2014 and the International Coffee & Tea Industry Expo 2014 (ICT Expo 2014). This year also marked the launch of Sweets & Bakes Asia 2014. The concurrent shows saw the largest gathering of tea, coffee and bakery industry players in Southeast Asia, with 98 exhibitors from 20 countries and regions.

The multi-sensory event was declared open by Guest-of-Honour Dr Lim Wee Kiak, Member of Parliament, Nee Soon GRC at an official opening ceremony at the Marina Bay Sands Convention Centre.

ICT Expo 2014 served as a springboard for local and international industry players to tap into Asia's huge market potential, and for them to gain in-depth insight of the up-to-date market trends and developments. It was also the perfect platform for them to raise brand awareness and forge strategic business contacts among key suppliers, industry buyers and exhibitors.

Concurrently, Café Asia 2014 has established itself as Southeast Asia's trade and consumer event dedicated to the region's café and teahouse communities. It brought together café and teashop owners, managers, importers, exporters, distributors and suppliers of machinery, equipment, and raw materials. It is a dynamic B2B platform for the sourcing and buying needs of key decision makers and for them to explore new collaboration opportunities.

The inaugural Sweets & Bakes Asia 2014 showcased all components of the baking and confectionery industries' supply chain, from machinery to equipment, to ingredients and packaging. It served as a one-stop hub for baking and confectionery industry professionals to source for suppliers and vendors, to explore business opportunities, as well as to stay up-to-date with the latest innovations and developments in the industry.

In conjunction with the shows, the organizer and hosting associations donated proceeds collected from the Singapore Coffee and Bake Friends Charity Drive to the Association for Persons with Special Needs (APSN). On the first day of the exhibition, the two hosting associations, the Singapore Bakery & Confectionery Trade Association and Singapore Coffee Association, as well as the event organizer Conference & Exhibition Management Services Pte Ltd kicked off the charity drive with the presentation of a cheque for S\$10,000 to APSN at the official opening ceremony. Coffee companies, cafes and bakeries also contributed by sponsoring their products at the Charity Drive. Visitors and exhibitors alike donated generously for coffee and cake combos at the CSR Lounge, which was the designated cafeteria area for the drive. There, students from the ASPN schools chipped in with their efforts.

The increasing presence of chained coffee shops in the foodservice channel, such as Starbucks, Coffee Bean and Spinelli, have led to a growing coffee culture in Singapore. Consumers' taste in coffee has become increasingly more sophisticated and they demand high-quality brewed coffee for home



consumption. The import of coffee beans in Singapore alone has increased from SGD1.1b to SGD1.4b from 2008 to 2011. In 2012, Singapore imported 424 tonnes of ground and roasted coffee. At the same time, the F&B industry in Singapore has also increased to SGD6 billion dollars from over 6,000 establishments. In 2013, the foodservice market size was valued at SGD6.44 billion.

The recent years have seen many Asian countries propel to the top of the coffee and tea industries. For example: Of the top 10 countries that produce Robusta coffee beans, 4 of them are from namely Vietnam, Indonesia, Malaysia and Thailand are from Southeast Asia. The forecast for Vietnam's production in 2013/2014 is a record 28.5 million bags, up 2.0 million from the previous year due to higher yields attributed to favorable weather as well as increased area harvested.

On the other hand, Sri Lanka (21.5%), China (12.4%), and India (11%) make up almost half of the world's tea exports. The import figures have also demonstrated astounding growth across the region:

The 3-day event is packed with networking events such as seminars, workshops, and the Global Coffee Review Leaders Symposium. Anthony Cottan, the head of Indonesia's Starbucks operations headlined the event. He spoke about the US-coffee giant's success in the thriving Southeast Asian nation. Nespresso coffee capsule inventor Eric Favre was also present at the event, as he received a lifetime achievement award for his groundbreaking invention that has revolutionized the consumption of coffee around the world. The Summit examined issues and concerns in sustainable practices of the coffee industry.

The exhibition will open its doors to the public on March 8 with fun-filled activities on everything coffee, tea and bakery. Among the many highlights of the event include watching the crème de la crème of baristas and bakers battle it out at the Singapore National Barista Championship 2014, the Singapore National Latte Art Championship 2014, the inaugural Café Asia Siphon Competition, and the Singapore National Bakery & Confectionery Championship 2014.

The Singapore National Barista Championship and the Singapore Latte Art Championship are annual competitions held by the Singapore Coffee Association to identify the best talents in the art of Barista, and the art of creating latte art, respectively. Held for the first time in Singapore, The Café Asia Siphon Competition aims to identify the best talents in Singapore and Malaysia in the art of coffee brewing using the siphon method. The winner will represent Singapore at the World Siphon Championship that will be held in September 2014 in Japan.

In addition, there were exclusive workshops, classes, and demonstrations of the latest technologies, trends and techniques pertaining to coffee, tea, and baking. Visitors will also witness the SCAA Coffee Certification Course by Bettr Barista School. Cupping is the Specialty Coffee Industry's standard for coffee evaluation. The SCAA Cupping Form and Peer Calibration will present the SCAA Cupping Form that was developed specifically to score quality coffees. There are also various tasting sessions nothing short of a feast for the senses. The brew bar provides the ideal opportunity for coffee lovers and visitors to sample coffee brewed by many various coffee companies at the show.

The shows, organized by Conference and Exhibitions Management Services (CEMS) and supported by IE Singapore, attracted some 7,500 visitors. Café Asia 2014 and the International Coffee & Tea Expo 2014



are hosted by Singapore Coffee Association and supported by ASEAN Coffee Federation, Singapore Food Manufacturers' Association, Specialty Coffee Association of Indonesia, Philippine Coffee Board, Barista Association of Thailand, Laos Coffee Association, Malaysia Coffee Association, Sri Lanka Tea Board and Familia Café de Colombia.

Sweets & Bakes Asia 2014 is hosted by Singapore Bakery and Confectionery Trade Association (SBCTA) and supported by the International Federation of Chinese Bakery & Confectionary Association (IFCBCA), Singapore Food Manufacturers' Association, and All China Bakery Association (ACBA).

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