



MEDIA RELEASE
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Triple treat - Café Asia, ICT Industry Expo and Sweets & Bakes Asia to return in March alongside Gelato World Tour

Held concurrently at Marina Bay Sands from 19 to 21 March 2015, Café Asia, International Coffee & Tea (ICT) Industry Expo and Sweets & Bakes Asia will continue to be a one-stop hub for industry players to showcase their local business operations, products and services.

Café Asia 2015 and ICT Industry Expo 2015 are hosted by Singapore Coffee Association (SCA) while Sweets & Bakes Asia 2015 is hosted by Singapore Bakery & Confectionery Trade Association (SBCTA). All three exhibitions are organized by Conference & Exhibition Management Services Pte Ltd (CEMS).

Over the recent years, Singapore's burgeoning café scene has resulted in a jump in demand for gourmet coffee, tea as well as pastries. It is said that people are increasingly seeking out a "third space" – an unhurried place to escape one's hectic lifestyle and to unwind between work and home. Providing a cozy ambience alongside high quality beverages and desserts, cafés today are fulfilling this need by serving as the go-to place for alone reading, business meetings and casual conversations. Other Asian countries experiencing the café boom include Malaysia and Korea with independent coffee joints sprouting up all around suburban locations.

Victor Mah, President of SCA said: "Cafe businesses have been growing steadily in Singapore, displaying a great potential for growth in the Asian market. Singaporeans are also increasingly selective about their coffee experiences. There is definitely a global coffee movement that is changing the way of how the well-travelled and young urban professionals of Singapore drink their coffee."

Recognizing the lifestyle trends and competitive landscape in the café and hot beverages industries, Café Asia 2015, ICT Industry Expo 2015 and Sweets & Bakes Asia 2015 will once again provide the ideal platforms for local and international businesses in the related industries to showcase their products, equipment and accessories to potential buyers as well as explore new business opportunities. In addition, the co-location of these three exhibitions will provide unrivalled convenience for F & B professionals, entrepreneurs and buyers to gain deeper insights into the local café scene be it in the area of entering the market, expanding their range of product offerings or simply keeping up with the latest industry developments.

Café Asia 2015 caters to the needs of the café industry, such as the provision of equipment, machinery, accessories and other relevant supplies and products for the effective and ideal operation of a Café.



ICT Industry Expo 2015 focuses on the upstream sector of the coffee and tea industries, consisting of everything from the provision of raw coffee beans and tea leaves to processing and packing for wholesale purchases and trading, as well as the final coffee and tea products (e.g. roasted coffee beans, tea bags and satchels).

Sweets & Bakes Asia 2015 showcases the different components of the baking and confectionery industries' supply chain, from machinery to equipment, to ingredients and the provision of relevant packaging and decorative items.

Spanning 5,500 square metres, the three events will expect to see over 150 exhibitors from 10 countries and 4,000 trade professionals participating in the three-day fest.

"Cafe Asia 2015 and International Coffee and Tea Industry Expo 2015 will continue to be a buzzing platform for local and international industry players to tap into ASEAN's huge market potential. Businesses from the UK can enter the fast growing markets in Southeast Asia and beyond by taking part in our most prominent trade and consumer event dedicated to the region's cafe and teahouse communities," Edward Liu, Director of CEMS said.

With its comprehensive showcase, the trio exhibition is the ideal one-stop platform for industry professionals and stakeholders to gain a deeper understanding of the various related industries as well as to explore lucrative business opportunities in the Asian region.

Apart from that, the event will be teeming with activities including competitions, informative talks and demonstrations to enrich all participating visitors' knowledge in every way possible. The SCA will hold the Singapore National Latte Art Championship 2015 as well as Singapore Brewers Cup 2015. The latte art competition is held in hopes to nurture creativity and artistic expression in Singapore's baristas. The Brewers Cup aims to recognize the skill of local baristas in the craft of manual coffee brewing and service excellence.

On the other side of the event hall will have SBCTA to host the Singapore Bakery & Confectionery Championship 2015 to encourage creativity and innovation among Singapore's professional and student bakers. The competition comprises of three baking categories: Bread, Cake and Cake dressing. Through this championship, SBCTA hopes to increase awareness of the endless creativity and varieties of bakery products for consumers to enjoy.

To make the soon approaching events a bigger fantastical blast that is sure to explode your taste buds, Café Asia, ICT Industry Expo and Sweets & Bakes Asia is teaming up with the much-anticipated Gelato World Tour, which will be co-located right next to the three events, from March 20 to 22, 2015. An exciting competition involving the search for "World Best Gelato" chef will be held between top sixteen gelato chefs of Asia-Pacific.

For more information, please visit Café Asia / ICT Industry Expo 2015 at www.cafeasia.com.sg, Sweets & Bakes Asia 2015 at www.sweetsbakesasia.com.sg.

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