

Media Release
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Southeast Asia's Largest Gathering of Coffee, Tea and Bakery Industries : A Roaring Success!

March 5, 2016, Singapore: The fourth edition of *Café Asia 2016* and *International Coffee & Tea Industry Expo 2016* (ICT Expo 2016) and the third edition of *Sweets & Bakes Asia 2016* concluded on a high note for the organizer and exhibitors of the shows. A total of with 11,000 trade and public visitors packed the exhibition hall at Marina Bay Sands Expo and Convention Centre over three days from 3 to 5 March 2016.

The annual event is the largest gathering of players from the coffee, tea and bakery industries in the region. The show which played host to 140 exhibitors from 20 countries, including Brazil, Kenya and Costa Rica, showcased products, equipment and raw materials and opportunities for new collaborations for the industry.

Café Asia and ICT Expo have established themselves as Southeast Asia's trade and consumer destination shows dedicated to the region's café and teahouse communities and gathering café and teashop owners, managers, importers, exporters, distributors and suppliers of machinery, equipment, and raw materials. The dynamic B2B platform serves the sourcing and buying needs of key decision makers.

The third edition of Sweets & Bakes Asia presented a range of products and services for 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.

Café Asia 2016 and ICT Expo 2016 have also become an important hub for the many talented young artisans in the industry who are actively pursuing their dreams and harnessing their creativity as baristas, brewers or latte artists. The crowds at Café Asia 2016 were thrilled by the competitors of the four national coffee championships,

Singapore National Brewer's Cup 2016, Singapore National Barista Championship 2016, Singapore National Latte Art Championship 2016 and the **Singapore Cup Tasters Championship 2016**. The winner of the respective national championships will represent Singapore at the World Brewer's Cup (WBrC) 2016, the World Barista Championship 2016 to be held in Dublin, Ireland, and the World Latte Art Championship 2016 and the World Cup Tasters Championship to be held in Shanghai, China.

- John Ryan Ting of A.R.C Coffee won the **Singapore National Brewer's Cup 2016**;
- Regina Tay won the **Singapore National Barista Championship 2016**;
- Jervis Tan of Kinsmen Coffee won the **Singapore National Latte Art Championship 2016** ;
- Will Leow of Knockhouse Supply Co. won the **Singapore National Cup Tasters Championship 2016**.

Visitors to the shows were also treated to the mouth-watering presentations by talented bakers who participated in the **Singapore Bakery & Confectionery Championship 2016**. Organized by the Singapore Bakery & Confectionery Trade Association (SBCTA), the competition recognized baking talents and celebrated the creativity and innovation of Singapore's professional and student bakers. In the Bread category, **Chan Wen Yung** of Crown Bakery Pte Ltd emerged as this year's champion while **Khong Jia Ming and Syahir Osman**, the team from SHATEC took the top spot in the Cake category.

Café Asia 2016, ICT Expo 2016 and Sweets and Bakes 2016 are organized by Conference and Exhibitions Management Services (CEMS). Café Asia 2016 and ICT Expo 2016 are hosted by Singapore Coffee Association and Sweets & Bakes Asia 2016 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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