



International Trade Event For Equipment And Ingredients Of Coffee, Tea, Desserts  
And Gelato  
28- 30 August 2019 | Marina Bay Sands, Singapore | [www.seasiacafeexpo.com](http://www.seasiacafeexpo.com)

**FOR IMMEDIATE RELEASE**

## **An Experiential Trade Show for the Café Industry, the SEAsia Café Expo, Launched**

*Focuses on enriching the region's café culture and enhancing the café experience*

**Singapore, Monday, January 21<sup>st</sup>, 2019** – Reed Exhibitions Singapore is pleased to announce the launch of the SEAsia Café Expo (*pronounced Southeast Asia Café Expo*), an international trade event featuring equipment and ingredients for the preparation and serving of coffee, tea, desserts and gelato. To be held at Singapore's Sands Expo & Convention Centre, Marina Bay Sands from 28 to 30 August 2019, the event will be co-located with the inaugural edition of Equip&Dine Asia <sup>Annex 1</sup>. The SEAsia Café Expo is expected to welcome trade visitors from across the region, whose roles ranging from baristas, distributors and franchisees, to bakeries, confectioneries and restaurant owners and managers.

Unlike conventional buy-sell trade shows, the SEAsia Café Expo is unique, by positioning itself as the only such show in the region that puts the emphasis on addressing the experiential needs of today's café goers and consumers. To achieve this, there will be a host of activities organised that encompasses the various aspect of running a café business. Visitors can expect:

- Barista competitions, where teams will be evaluated not just on taste and technique, but also on presentation skills and service level
- Gelato competition, providing innovators a platform to experiment with flavours and ingredients
- Certified masterclasses and conference, that will equip and enrich the café community and baristas with new skill sets
- Business opportunities, conducted through a rigorous matchmaking system that will recommend visitors with a tailored list of relevant exhibitors
- Display of cutting-edge equipment, the latest accessories and ingredients, and also current trends in the café industry, through a carefully curated experiential layout

A one-of-a-kind in the region, the curated layout will bring to the show floor realistic café settings, fully-furnished with display materials, furniture and equipment, and even scent! Visitors will be treated to not only an immersive, multi-sensory experience, but also with inspirations for them to translate into their own cafés and businesses.

The event's curated theme will blend effortlessly with its co-located show, Equip&Dine Asia. Equip&Dine Asia is set to be Asia's definitive trade event for professionals in the foodservice industry. It aims to gear industry professionals with ideas, solutions and tools, to meet the demands of today's discerning consumers that pays more attention on service, quality and experience. Equip&Dine Asia is a collaboration event with the globally renowned EquipHotel Paris.

"The move to have SEAsia Café Expo running concurrently with Equip&Dine Asia is deliberate", commented Ting Siew Mui (*Ms*), Project Director for the SEAsia Café Expo.



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“It presents businesses and professionals in the foodservice and HORECA (hotel, restaurant, and catering) industry a convenient one-stop platform, which showcases solutions that runs the gamut of the industry. With the curated overall experience being the event's focal point, we hope to present the café community with creative ideas that will inspire them”, she adds.

### **About Reed Exhibitions**

Reed Exhibitions is the world's leading event organiser, with over 500 events in over 30 countries. It is experienced in running hospitality events globally, having organised events such as Bakery China, Cafe & Brasserie Indonesia, EquipHotel Paris, Equipotel San Paulo, Maison&Objet, Seoul International Café Show, and more. In 2017 Reed brought together over seven million event participants from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East, Asia Pacific and Africa and organised by 38 fully staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events. It is part of RELX Group, a global provider of information and analytics for professional and business customers across industries.

[www.reedexpo.com](http://www.reedexpo.com)

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## ANNEX 1

### **Equip&Dine Asia**

#### *Plating Up a New Experience*

Equip&Dine Asia is an international trade event for the hospitality and foodservice industry, to be held at the Sands Expo & Convention Centre, Marina Bay Sands, Singapore, from 28 to 30 August 2019.

With 'experiential dining' reshaping the hospitality and catering scene, Equip&Dine Asia will be the authoritative event in the region that will address this trend. It sets itself apart from other similar events, by putting 'experience' at the heart of the conversation and theme.

This will be reflected through its carefully curated thematic layout, a unique feature of the event. Participating exhibitors will hail from sectors such as interior design, fittings and furnishings, kitchen and tableware supplies and equipment, textiles, and more, thus presenting visitors with holistic solutions to addressing the experiential needs of today's diners.

Visitors covering sectors such as property developers, cafés, restaurants and hotels owners, country clubs managers, and more are expected to attend. They can expect a smorgasbord of the creative and latest trends and solutions in the foodservice and hospitality industries on display, which will excite the senses!

Equip&Dine Asia is held in collaboration with EquipHotel Paris, a globally renowned show with a 50 years track record. Equip&Dine Asia is organised by Reed Exhibitions Singapore, and will be co-located with the SEAsia Café Expo.