

POST SHOW

REPORT

ICBS 2025

INTERNATIONAL CAFÉ & BEVERAGE SHOW

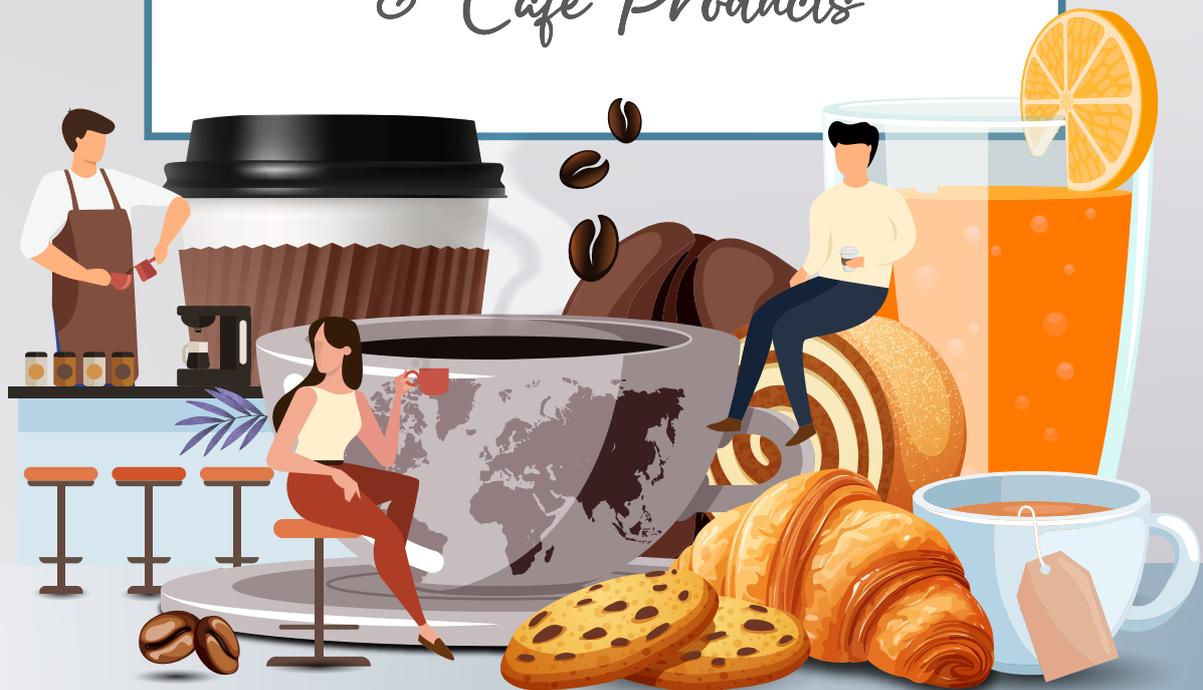
A MONTGOMERY ASIA FINE FOOD EVENT

24-26 APRIL

KUALA LUMPUR CONVENTION CENTRE

THE LEADING SHOWCASE OF

*Artisan Food, Beverage
& Cafe Products*



WWW.INTL-CBS.COM

WHERE THE INDUSTRY MEETS: ICBS GROWS STRONGER

ICBS 2025 delivered yet another high-impact edition, reaffirming its place as Southeast Asia's leading café and beverage trade platform. Alongside it, the inaugural MyFood Expo 2025 marked a strong and promising debut as a dedicated local sourcing hub for Malaysia's food industry.

Over three vibrant days at the Kuala Lumpur Convention Centre, the event attracted some 13,000 attendees from 54 countries and showcased 600 participating brands — creating a buzzing, business-first environment full of opportunity.

From barista showdowns and brew masterclasses to live product launches and supplier matchmaking, the show floor was charged with purpose, connection, and industry energy.



COMPETITIONS THAT STIRRED THE CROWD

Organised by the Barista Guild Asia (BGA), the Malaysia Open Championships (MOC) brought the coffee community together in a spectacular showcase of talent and precision. This year's three competition categories this year added fresh energy and industry spirit to the show.

2025 MOC CHAMPIONS:



Ryan Chan
Curate Coffee Roasters



Lian Hong Soon
103 Coffee



Chang Wee Jiat
Afloat Coffee Roaster



We were also proud to collaborate with Eciatto to bring the I Survive 'D' Halal Mixology Showdown to life — a crowd favourite that celebrated Malaysia's emerging bar talents through a vibrant, halal-compliant mixology competition. The showdown brought flair, flavour, and fresh energy to the show floor, drawing in both industry peers and curious spectators.

Organised By



WINNERS OF THE HALAL MIXOLOGY SHOWDOWN:



Naseeb Nassan Berin
Bella Pasta & Wine TTDI



Azarya Sukau
Whisky House KL



Gary Loco
Trinidad Cigar Club



**I SURVIVE "D"
HALAL
MIXOLOGY
SHOWDOWN**

ROASTERS PAVILION

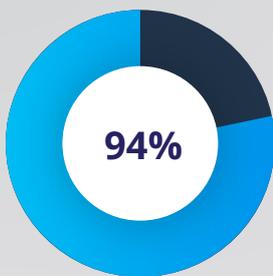


The popular roasters' pavilion returned this year with participation from local and international roasters.

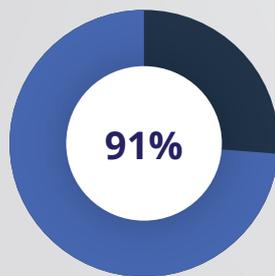
DELIVERING RESULTS, DRIVING CONNECTIONS, DEFINING INDUSTRY STANDARDS

- 95% of exhibitors said they were very satisfied with the quality of leads, real-time sales, and meaningful conversations
- The Business Matching Platform helped lock in hundreds of pre-scheduled meetings — leading to potential orders and new partnerships
- A lively mix of product launches, barista showdowns, brew workshops, and expert talks drove high footfall and deep industry engagement
- Strong media and social coverage gave brands extra mileage beyond the exhibition halls

Exhibitor Wins



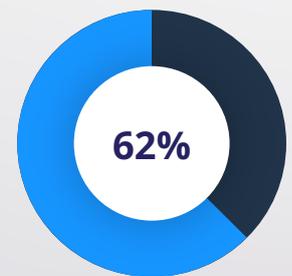
**Rated ICBS
2025 a success**



**Gained quality
business leads**



**Closed sales
orders onsite**



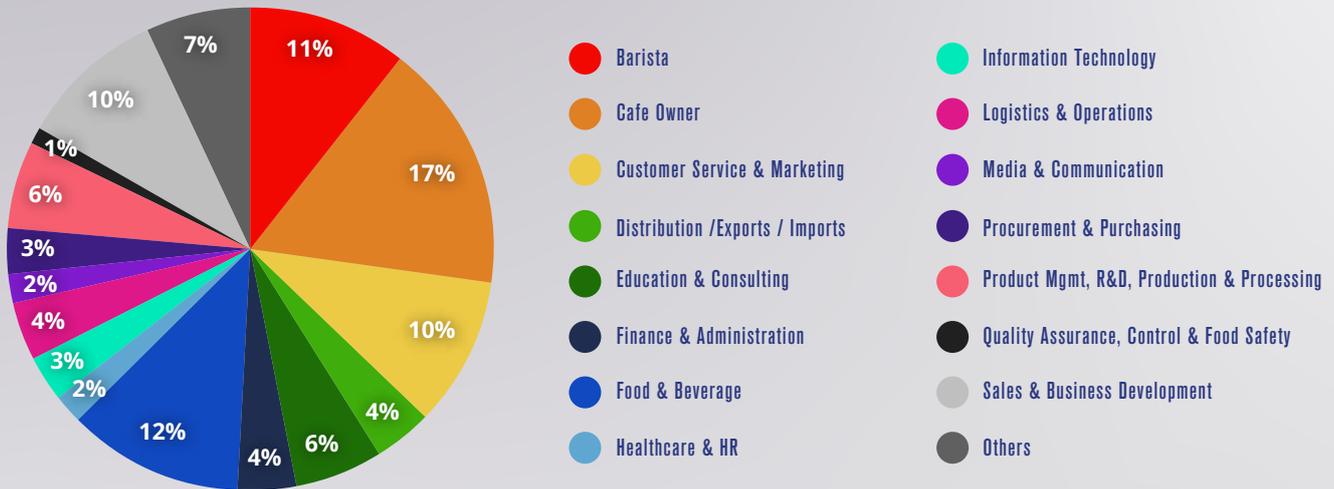
**Already rebooked
for ICBS 2026**



WHO WALKED THE HALLS?

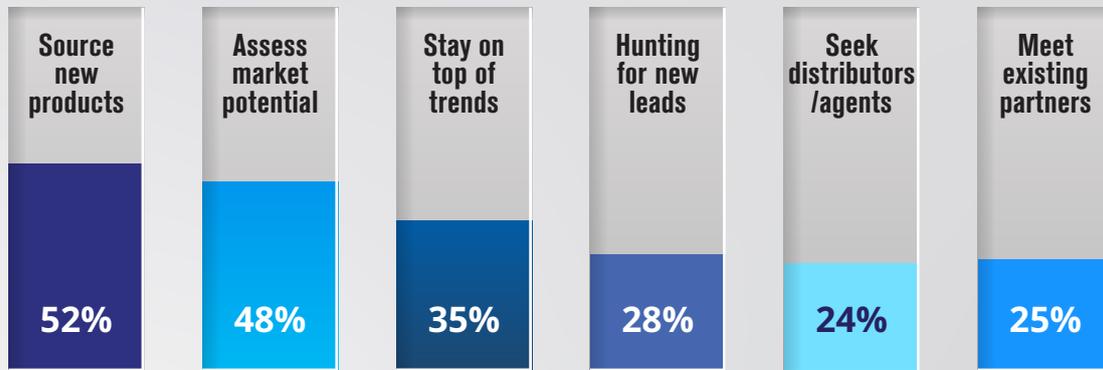
With visitors spanning the full café and F&B ecosystem, here's the blend that made ICBS 2025 dynamic:

Over 2000 cafe owners and 900 Baristas attended icbs 2025



* Percentage add up more than 100% as this is a multiple choice question.

Visitors' Top Objectives:



* Percentage add up more than 100% as this is a multiple choice question.

Visitors' Testimony:



ICBS: The Smarter Show

This year proved ICBS isn't just about booths and brews — it's about business.

*The show attracted serious buyers with decision-making power
High rebooking rate and Real sales*

WE WOULD LIKE TO THANK OUR SPONSORS AND PARTNERS AT ICBS 2025 FOR THEIR CONTRIBUTION TO THE SUCCESS OF THE SHOW

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7-9 MAY
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