

ICBS 2024

INTERNATIONAL CAFÉ & BEVERAGE SHOW

A MONTGOMERY ASIA FINE FOOD EVENT

ORGANISED BY
MONTGOMERY GROUP
ASIA

STRATEGIC PARTNER
MSCA
MALAYSIA SPECIALTY COFFEE ASSOCIATION

23 - 25 MAY 2024
Kuala Lumpur Convention Centre

In Collaboration With
**Malaysia Specialty
Coffee Association**

The Leading Showcase of Artisan Food, Beverage & Cafe Products





Showcase your products to the biggest gathering of Malaysia's cafe community.

ICBS is the only specialised platform that will cost effectively connect you with Malaysia's cafe community. ICBS 2023 attracted almost 11,000 attendees reflecting an incredible 80% increase in visitor numbers year on year. Over 40% of our visitors came from the cafe and restaurants sectors with in excess of 1000 cafe owners attending over the 3 days.

In 2024 ICBS will move to bigger halls in the Kuala Lumpur Convention Centre as it seeks to expand on the 250 brands from seven countries that took part this year. Already we have seen over 80% of our exhibitors rebooking for 2024 and so if you want to get your products in the cafe industry shop window book your space now!

Connecting to the buyers that count

ICBS has a proven track record of attracting café owners, Bakeries, Fast Food Outlets, Quick Service Restaurants, Restaurant Chains, Franchise Outlets, and many other relevant visitors all looking to capitalising on cafe/coffee shop sector.

Exhibit Profile

F&B Categories

Coffee
Roasted/Green Coffee Beans
Tea
Tea Leaves
Alcohol-free Drinks
Soft Drinks & Juices
Water
Alternative Foods
Bakery & Pastries
Cakes/Desserts

Cheese & Dairy Products
Chocolate
Free From / Organic
Gelato/Ice Cream
Health & Functional Foods
Jams & Preserves
Savouries
Sauces & Condiments
Snacks

Non-F&B Categories

Barista Tools & Equipment
Cleaning, Filtration & Refrigeration System
Coffee & Tea Drinkware
Coffee & Tea Equipment
Coffee & Tea Processing Equipment
Ice Cream Makers
Oven
Café Furniture

Café Interior Design
Uniforms Manufacturer
Coffee Capsule
Custom-printed Packaging
Filter Paper
Food & Beverage Packaging
Licensing/Franchising
Technology Solutions and Systems
Training/Consultancy



**MALAYSIA BARISTA
CHAMPIONSHIP 2024**



**MALAYSIA LATTE ART
CHAMPIONSHIP 2024**

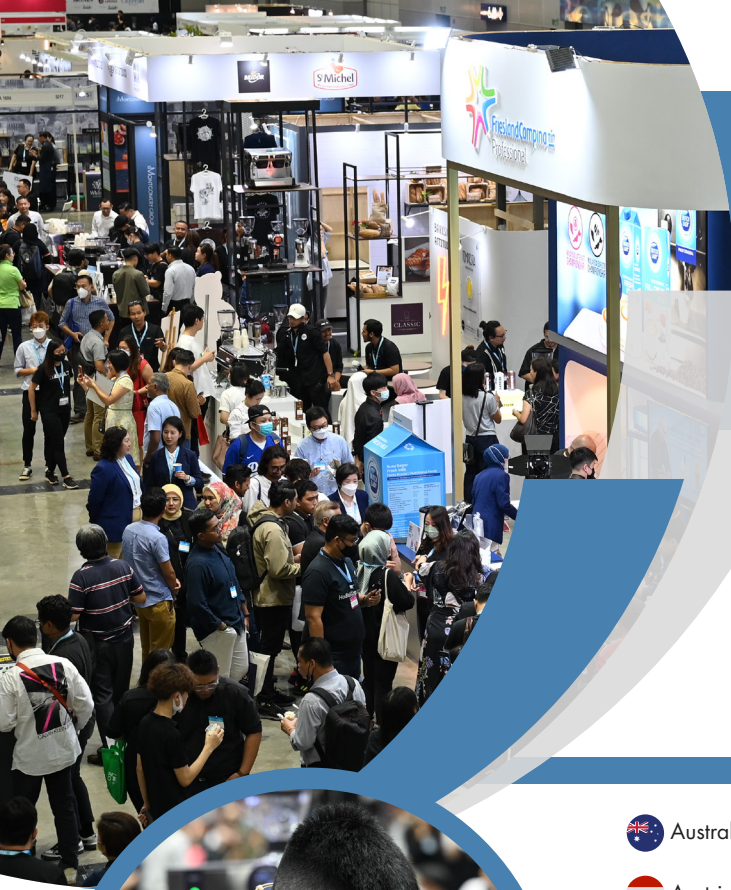


**MALAYSIA
BREWERS CUP 2024**

Concurrent event

Malaysia National Coffee Championship organised by Malaysia Speciality Coffee Association

The competition showcases the extraordinary skills of baristas in three categories: captivating the audience with their exquisite creations and showcasing the immense talent within the local coffee community. The winning baristas will get the opportunity to showcase their skills and passion on a global platform, further elevating Malaysia's position in the world of specialty coffee.



ICBS 2023 at a glance!

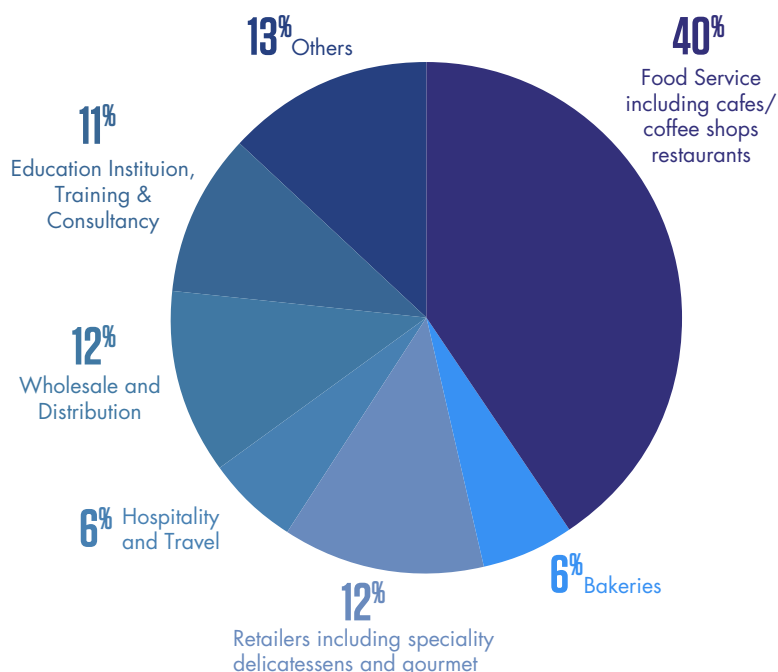
10,896 people visited
ICBS 2023

They came from **39** countries



Australia	France	Jordan	Saudi Arabia	Turkey
Austria	Germany	Laos	Singapore	United Arab Emirates
Bangladesh	Hong Kong	Malaysia	South Korea	United Kingdom
Belgium	India	Qatar	Spain	United States
Brunei	Indonesia	Russia	Switzerland	Uzbekistan
Cambodia	Iran	New Zealand	Taiwan	Vietnam
China	Italy	Papua New Guinea	Tunisia	
Egypt	Japan	Philippines	Timor-Leste (East Timor)	

Sectors Visitors were from:



Stats



80%

of exhibitors rebooked On-site for the next edition



Over

4500

Cafe and Restaurant Professionals with over 900 Cafe Owners



Over

1000

Baristas attended the show

Highlights at ICBS 2023

The exhibition hall was filled with captivating displays, engaging workshops, and interactive experiences, reflecting the diverse and thriving café culture in Malaysia.



Opening Ceremony Officiated

by Datuk Bahria Mohd Tamil, Deputy Secretary General, MITI



Café Talks

Café Talk @ ICBS 2023, had 14 workshops and talks throughout the exhibition



ACF Delegates Meeting

ICBS 2023 hosted ASEAN Coffee Federation Board Meeting again this year at the show and welcomed delegates from Laos, Thailand, Indonesia, Singapore, Vietnam, Myanmar, the and Philippines.



Roasters Pavilion

The popular 'Roasters Pavilion', one of the highlights at ICBS which is designed to provide a cost-effective way for many smaller coffee roasters to showcase their unique coffee flavours.



PCA Cooking Demonstration

Coffee Inspired Gourmet Bar by Professional Culinaire Association with Chef Boobalan Arumugam & Gan Si Ni cooking up 4 course meals for invited guests.

ICBS + Café Culture = Barista Highlight Series

ICBS and Café Culture worked together to organize the Barista Highlight Series Contest where Baristas were given the opportunity to share their story. 3 winners were chosen and presented with gifts worth RM1900 sponsored by Dankoff. Here are some of the lucky winners.



Tracia Chan Qi Li

John Tan

Mirshal Lourdasamy

ICBS + Café Culture Public Give away contest

Top 10 participants were selected as winners. The winners were presented with Montigo Sense Coffee Cups, Sponsored by Montigo each worth RM150 to 10 lucky winners! Here are some of the lucky winners.



We are proud to announce the winners of the MNCC 2023



MALAYSIA BARISTA CHAMPIONSHIP 2023

- Champion: Surrender Kumar (Round)
- 1st Runner Up: Tan Shing Win
- 2nd Runner Up: Sam Tan Sze Yui (Discover Coffee)



MALAYSIA LATTE ART CHAMPIONSHIP 2023

- Champion: Ryan Liew (103 Coffee)
- 1st Runner Up: Nicky Voon (103 Coffee)
- 2nd Runner Up: Jacky Chang Wee Jiet (Hani Eatery)



MALAYSIA BREWERS CUP 2023

- Champion: Liew Kar Weng (The Hub Coffee Roaster)
- 1st Runner Up: Aaron Low (Dou Dou Bake)
- 2nd Runner Up: Dennis Cheah (Tongue Mission)



The newly crowned 'national champion' baristas will go on to represent Malaysia at the World of Coffee Championships (WCC) 2024.

FOOD2GO

Launches in Malaysia



Co locating with ICBS in 2024 will be a brand new exhibition concept not seen previously in Malaysia.

Food to Go Malaysia which will focus on the ever expanding on line food delivery market, Malaysia has already seen this market segment reach USD2.31bn in value in 2023 and is estimated to expand by 15% per annum in the next 4 years. Penetration levels however are still only at 30% and so the opportunities for suppliers looking to access this expanding market are excellent.



Exhibit Profile

-  Branding & Marketing
-  Business Services
-  Cloud Kitchens
-  Delivery & Ordering Platforms
-  Design (Apps / Menus / Branding)
-  Digital Signages
-  Eco-friendly Utensils
-  Food Packaging
-  Insurance
-  Kitchen Equipment
-  Labelling & Printing
-  Payment Solutions
-  Pre-packed F&B
-  Sustainable Packaging
-  Transportation
(i.e. Mopeds, Bikes, Cars, etc.)
-  Vending Machines
-  Waste & Cleaning
-  Wireless Technology

We would like to thank our sponsors and partners at ICBS 2023 for their contribution to the success of the show

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JOIN US TO BE A PART OF MALAYSIA'S LEADING CAFE AND BEVERAGE SHOW!

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