

# THAILAND COFFEE TEA & DRINKS

*Leading Regional Platform for Coffee, Tea & Drinks  
Business & Professional in Thailand and Asia*

**27 FEB - 1 MAR 2020**

10.00 - 19.00 hrs.

**EH 106, BITEC  
BANGKOK**

## TOP REASONS FOR PARTICIPATING

**MOST ESTABLISHED SHOW  
OF VALUE CHAIN FOR COFFEE,  
TEA & COCOA BUSINESS IN  
THAILAND AND SOUTHEAST ASIA**

- ◆ Meet the real buyers, importers & distributors across Asia Pacific
- ◆ 22,950 visitors, 8,495 trade participants from 49 countries
- ◆ 220 exhibitors from 20 countries

## HIGH DECISION MAKER LEVEL AND BUYING POWER OF VISITORS

- ◆ 300 hosted top buyers and 4,450 in managerial level
- ◆ 78% of trade visitors involved in the decision making level
- ◆ 48% of the visitors are roasters, food retailers, representatives from coffee shops and tea boutiques
- ◆ 450 business matching

## REAL MARKET PLACE FOR TECHNOLOGY, INNOVATION & TREND

- ◆ 60% of exhibitors launched new products and innovation at exhibition and conference
- ◆ Sharing best practices for coffee business by international industry experts
- ◆ 60 acclaimed speakers from 20 countries

## OPPORTUNITY OF NETWORKING & NEW RELATIONS

- ◆ Exclusive networking and paring sessions with top buyers
- ◆ Guided tour to selected exhibitors
- ◆ Special site visit and meeting with preferred exhibitors

[www.Thailandcoffeeshow.net](http://www.Thailandcoffeeshow.net)

Organized by

**Kavin Intertrade**

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# EXHIBITION FLOOR :

## FROM BEAN TO BAR

# 10,000 SQ.M Exhibiting Space

- ◆ Coffee Bean
- ◆ Brewer / Grinder / Blender / Roaster / Espresso Machine etc.
- ◆ Mixer / Ingredients : Sugar, Sweetener, Syrups, Milk, Creamer, Spices, Favor, Chocolate Source etc.
- ◆ Accessories & Packaging : Cup, Glass, Dripper, Filter Paper, Coffee & Tea Bag, Straw, Milk Frother, Decanter, Percolator etc.
- ◆ Digital Timer, Scale, Pump, Jug, Brush, Knob etc.
- ◆ Drink : Juice, Chocolate, Mineral Water, Herb / Functional / Soft Drink etc.
- ◆ Training Academy, Government, Association & Media etc.

- ◆ Cupping Spoon
- ◆ Cupping Bowl
- ◆ Cupping Protocol
- ◆ Cupping & Evaluation Standard

- ◆ Analysis & Control
- ◆ Characterization
- ◆ Roasting & Testing

- ◆ Storage Solutions
- ◆ Drying / Storing / Packing
- ◆ Transport

- ◆ Peeler / Miller
- ◆ Grader & Sorter
- ◆ Shaker & Tester
- ◆ Dryer



Processing & Packing



Storage & Transport



Roasting



Cupping



Coffee

## FROM TEA LEAF TO TEA CUP

**Latest Trends and Tea in Asia**  
Demand in Tea Production, Processing, Culture & Business in Asia and Thailand

**International Tea Exhibiting Area :** Tea Exporters, Tea Leaf Dealers, Tea Packers, Tea Warehouse, Tea Brokers, Tea Manufacturers, Tea Processors, etc.

**Facility & Equipment Zone :** Tea Utensil, Tea Tools, Wrapping Paper, Product Package, etc.

**Tea Leaf Zone :** Green Tea, Herb Tea, Oolong Tea, Black Tea, Favored Tea, Healthy Tea, Concentrated Tea, Tea Based Beverage, Tea / Favor Ingredients, etc.

## Visitor Profile

- ◆ Importers / Exporters / Distributors
- ◆ Producers / Roasters / Traders
- ◆ Baristas, Business Owners / Entrepreneurs
- ◆ Representatives from Coffee, Tea, Bakery, Ice Cream shops
- ◆ Food Retailers / Modern Trades
- ◆ Coffee & Tea Growers, Agriculturists, Academia, Government etc.



Roaster Pavilion



International Tea Pavilion



Spotlight Innovation



Conference & Forum



Hosted Buyer Program

## Thailand National Barista Competitions



THAILAND NATIONAL BARISTA CHAMPIONSHIP



THAILAND NATIONAL BREWERS CUP CHAMPIONSHIP



THAILAND NATIONAL COFFEE ROASTING CHAMPIONSHIP



THAILAND NATIONAL CUP TASTERS CHAMPIONSHIP

## MARKET DEVELOPMENT PROGRAM

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www.thailandcoffee.net



@ThailandCoffeeShow



ThailandCoffee@BITEC

SIDE EVENT

Thailand Bakery & Ice-Cream

## Key Summary



**22,950**  
VISITORS

**220**  
EXHIBITORS

**450**  
BUSINESS MATCHING

**80%** SATISFIED QUALITY OF VISITORS

**85%** HAVE POSITIVE FEEDBACK

**70%** INTEND TO EXHIBIT NEXT EDITION

**85%** WOULD RECOMMEND EXHIBITION TO THEIR COLLEAGUES

### International Participation

**23.52%**  
Myanmar

**17.64%**  
India

**11.76%**  
Indonesia

**11.76%**  
Lao

**5.88%**  
Singapore

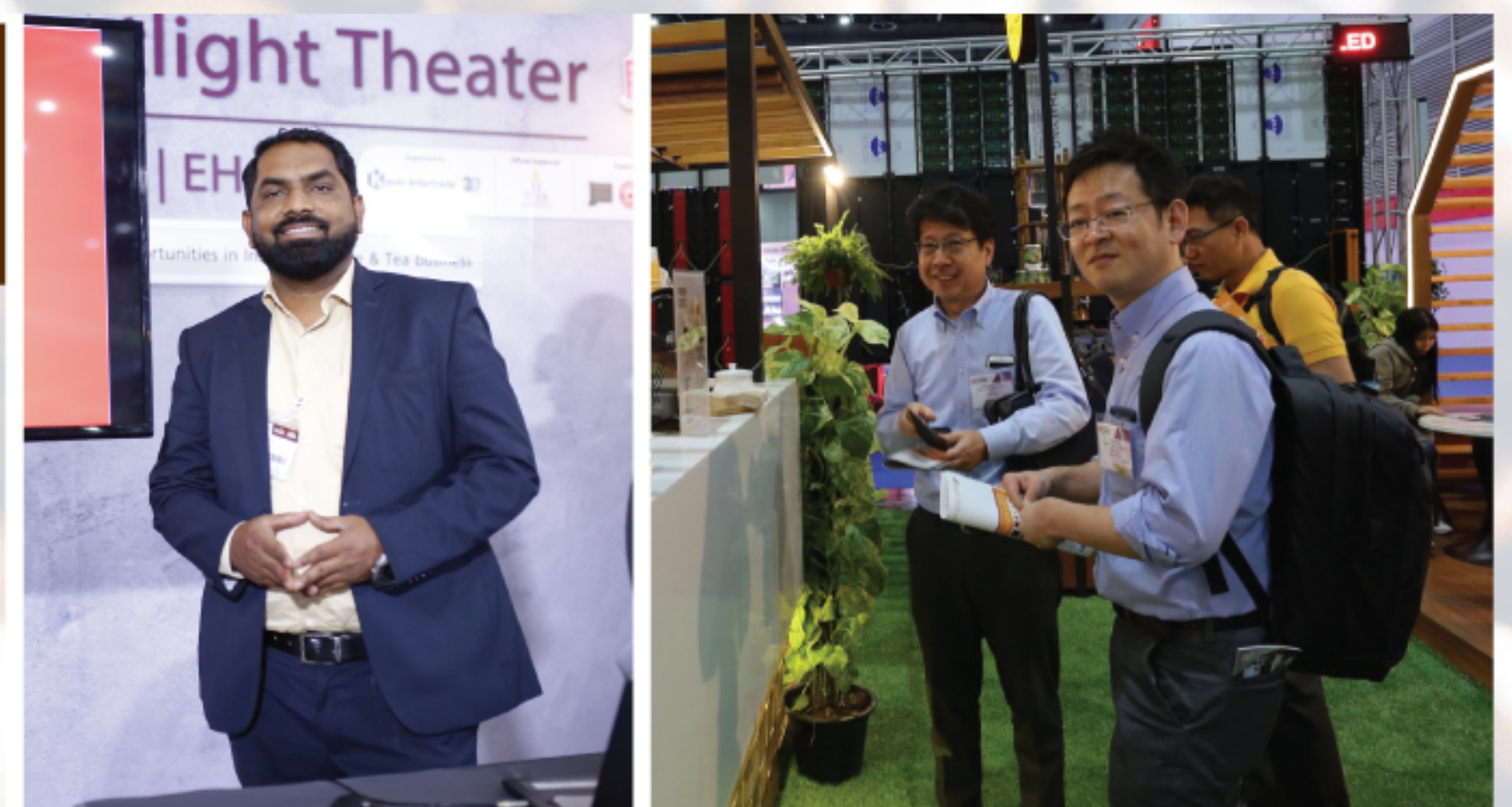
**5.88%**  
Japan

**5.88%**  
Korea

**5.88%**  
Taiwan

**5.88%**  
German

**5.88%**  
Ukraine



**EXHIBITOR FACTS**



### Exhibiting Profile / Main Business

- 20%** Manufacturing of semi-finished products & Machinery
- 15%** Wholesales distribution
- 12%** Accessories
- 10%** Flavoring and Aromatic materials
- 10%** Paper and packaging materials
- 10%** Printing and print suppliers
- 5%** Trade / Import & Export
- 5%** Storage & Transport
- 5%** Inspection machinery
- 5%** Certification
- 3%** Tea and Coffee Organizations/Associations



**22,320**  
THAI VISITORS

**630**  
OVERSEAS FROM

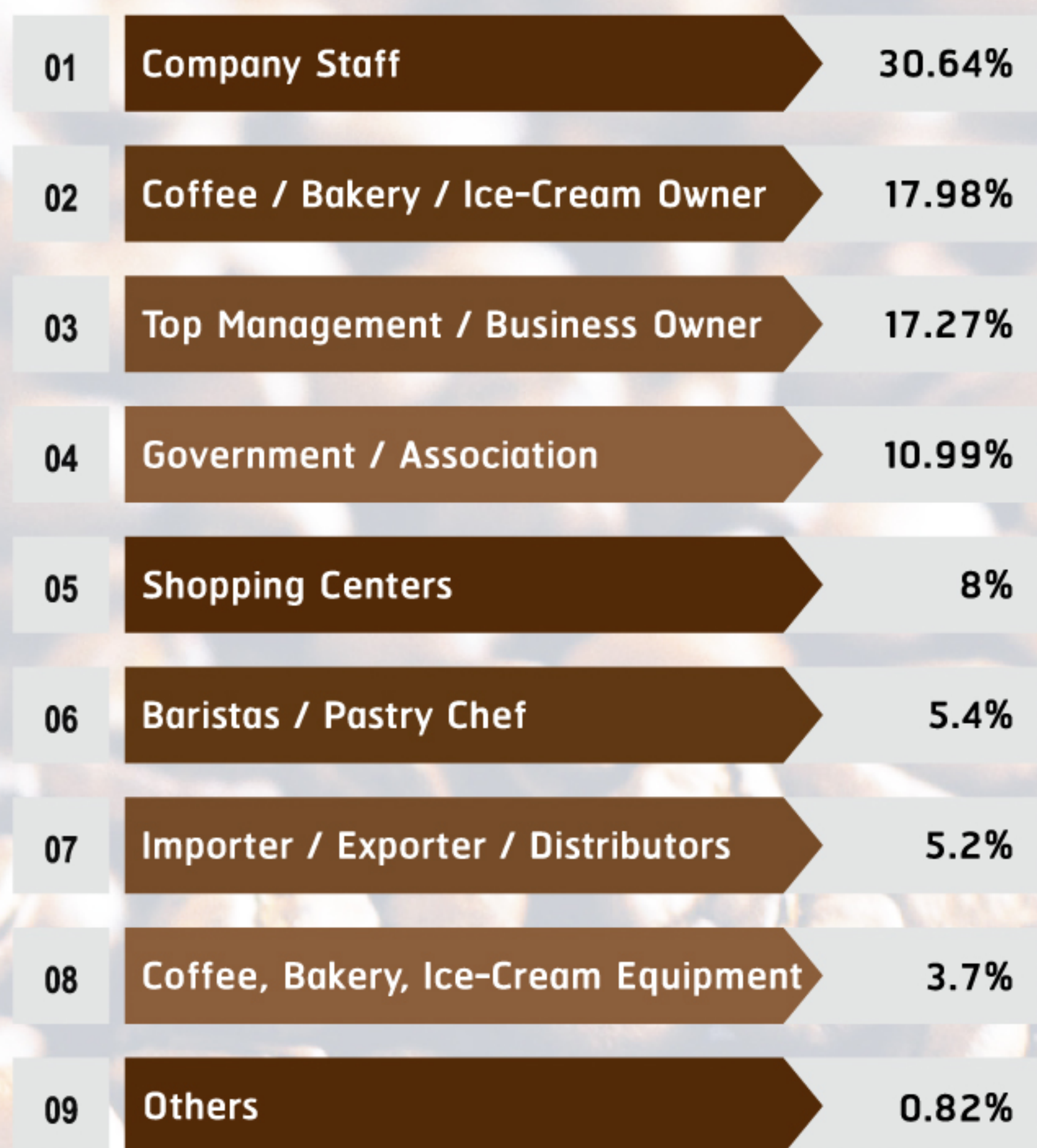
**49**  
COUNTRIES

**85%** HAVE POSITIVE FEEDBACK

**90%** INTEND TO VISIT NEXT EDITION

**95%** WOULD RECOMMEND EXHIBITION TO THEIR COLLEAGUES

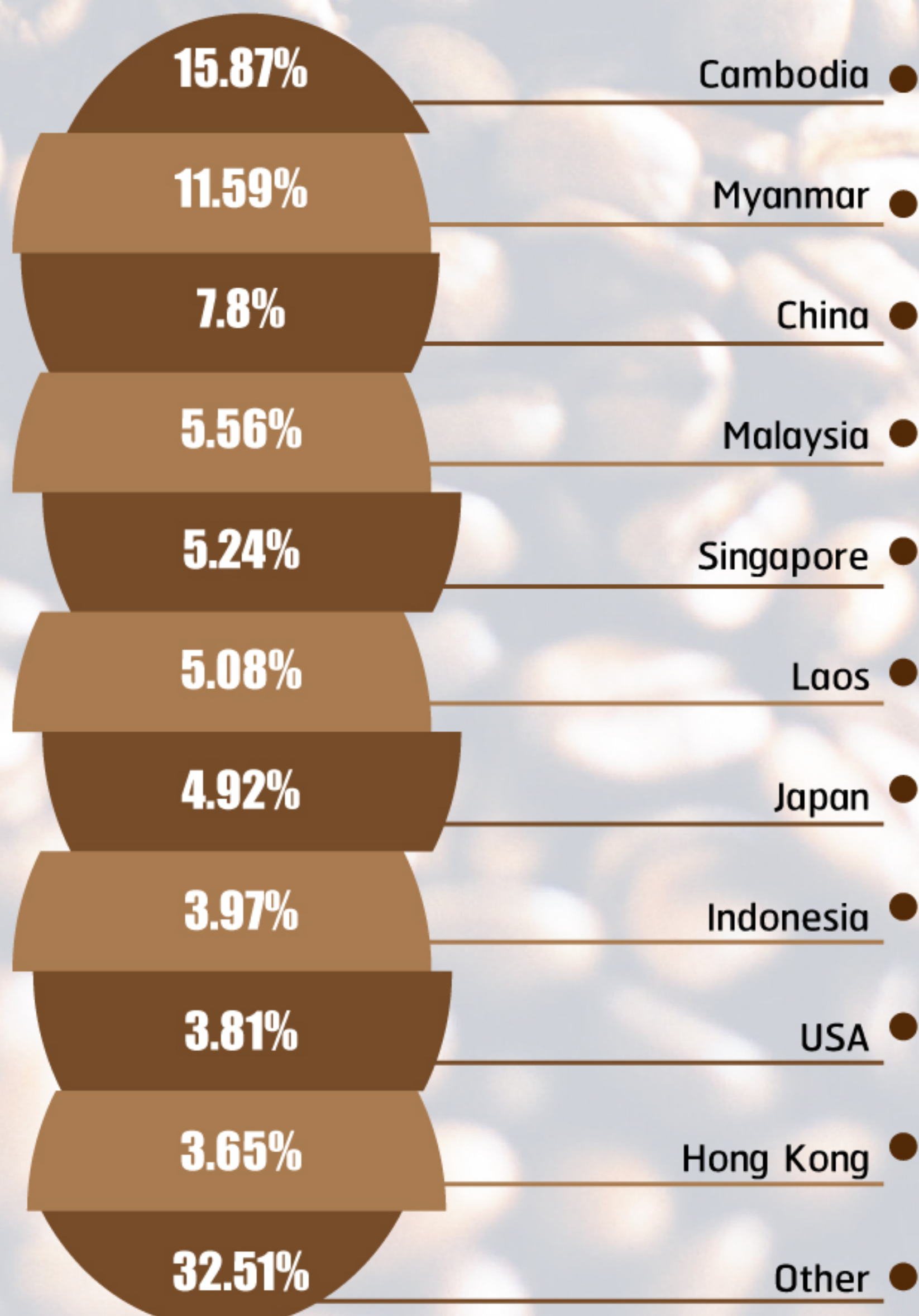
### Job Functions



### Purpose of visit



### Top ten international visitors



### Products of Interest



### Decision level

**40%** Final Decision Maker

**38%** Consultative / Initial Recommendation

**22%** Jointly Decisive / Significant Influence