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PRESS RELEASE

For Immediate Release

Reconnecting In MNCC 2022: A Coffee Gathering At The International Café & Beverage Show (ICBS) 2022

Kuala Lumpur, Malaysia, 9 May 2022 – After two years of hardship in times of COVID-19, the association representing national trade specialty coffee, Malaysia Specialty Coffee Association (MSCA) has propelled a decision to stage its 7th edition of Malaysia National Coffee Championship (MNCC) this year with the hopes to revitalize the coffee industry.

A joint project in collaboration with Montgomery Asia, MNCC 2022 will be taking place in the International Café & Beverage Show (ICBS), at the Kuala Lumpur Convention Centre (KLCC), from 19th to 21st May 2022. Up to 30 baristas and 33 professional judges will participate in the competition with a vision to discover the best barista to represent our nation to compete on the world stage in World Coffee Events 2023.

The competition is strongly supported by industry leaders including LaCimbali, Coffex Coffee, Dutch Lady Professional, ChungHo Nais, Niko Neko, Vitasoy, Monin, Hario, Marco Beverage Systems, Cafetto, Dankoff Coffee Specialist, Claytan Fine China (Tableware) and MONTiGO. All competitors will be equipped with the best products and technology by our sponsors, to strive for the championship title in this national competition.

“As the national trade association championing specialty coffee, MSCA is very excited to be a part of this event - International Café & Beverage Show (ICBS) - as a strategic partner. The dedication of ICBS in going the extra mile to help the Malaysia’s coffee industry is perfectly in line with the vision when MSCA first launched Malaysia National Coffee Championship (MNCC), a platform designed for young professionals to showcase their talent, skill and creativity in the specialty coffee industry,” said Ms Yip Leong Sum, President, MSCA.

Managing Director of Montgomery Asia, Mr Christopher McCuin shared, “We are delighted to be partnering with MSCA to host ICBS and support the MNCC to help drive the country’s dynamic coffee sector forward. ICBS is one of the first international exhibitions to return to Malaysia in the wake of the pandemic,

which reflects our strong faith in the resilience and vibrancy of the Malaysian coffee market. The show will be hosting more than 150 brands from 7 countries, namely Malaysia, Singapore, Japan, South Korea, Australia, The Netherlands and United Kingdom, and is expected to attract around 5,000 visitors. We are also excited to be hosting a special Roasters Pavilion this year, which is designed to help smaller roasters exhibit in a more cost-effective way and support them to get their unique coffee flavours to as many industry buyers as possible.”

In accordance with the government’s vision to proceed to the endemic lifestyle to strengthen our country’s economy, MSCA is determined to embrace the new normal and begin organizing more in-person events to revitalize and build growth in the Malaysian Coffee Industry.

About Malaysia Specialty Coffee Association (MSCA)



Website: www.msca.org.my

The Malaysia Specialty Coffee Association (MSCA) was formed with the vision to build and secure growth in the Malaysian speciality coffee Industry. The association consists of coffee professionals, suppliers, distributors, technicians, baristas and many young talented individuals.

About International Café & Beverage Show (ICBS)



With a focus on speciality coffee, café lifestyle, services and equipment, ICBS will offer an international standard exhibition in a rapidly developing sector of the lifestyle economy. ICBS is the marketplace for café owners, managers, and other sections of the F&B community to network and source high quality products. The show will also provide suppliers with branding and sponsorship opportunities within a highly specialised and relevant community.

About Montgomery Asia

Established in 2016, Montgomery Asia is a fully-owned subsidiary of UK-based Montgomery Group, one of the most widely respected exhibition companies in the world since 1895. Montgomery Asia focuses on the growing Asian market, striving to bring the group's flagship events to the region as well as developing new trade shows that meet the needs of the Asian market, in a safe, controlled manner during these difficult times.

Media Contacts

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