



SOMETHING BIG IS BREWING IN

2012

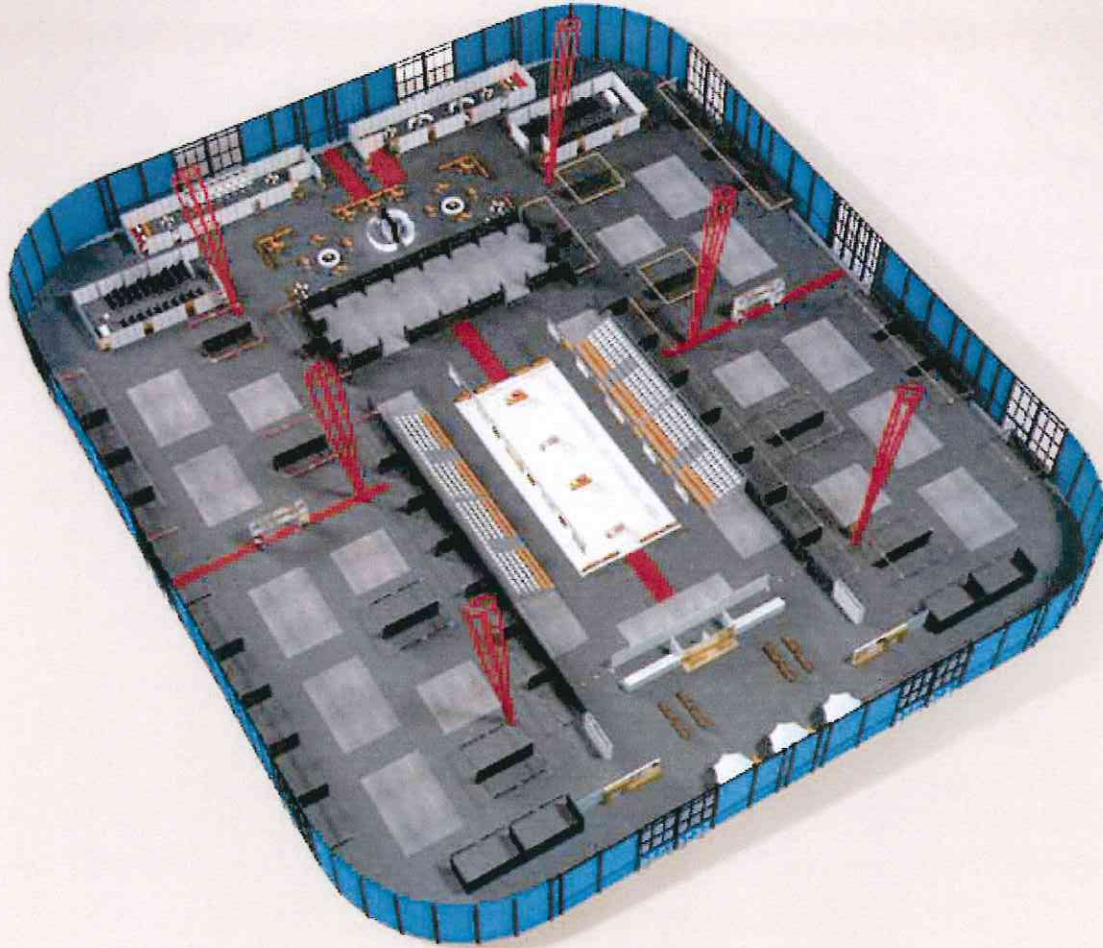
MAY 4TH-6TH, 2012 MELBOURNE SHOWGROUNDS



PURA

IVECO





# 2012 SHOW, EVEN BIGGER AND MORE DYNAMIC

2012 Melbourne International Coffee Expo promises to be a premium experience unlike any other. From 4 – 6 May 2012, the Grand Pavilion at the Melbourne Showgrounds will be ignited with 100 coffee industry exhibitors, making this 2012 M.I.C.E the largest dedicated coffee tradeshow ever to be staged in Australia. The 'who's who' in the coffee world will showcase the best the industry

has to offer. With 8000sqm of space dedicated to this debut event, the 2012 M.I.C.E will engage all spectrums of the coffee industry, including; green bean traders, wholesale roasters, commercial and domestic equipment, cafés and franchises, coffee equipment, accessories and education and training. Everyone's invited to the coffee event of the year! Friday 4 May and Saturday

5 May will feature trade promotion and Sunday 6 May will continue to attract trade activity and be open to the general public. The May event will host the AustralAsian Specialty Coffee Association (AASCA) Australian Barista Championships, The Royal Agricultural Society of Victoria (RASV) international coffee awards and many other competitions.

## ● THE PLACE WHERE BUSINESS IS DONE!

The 2012 M.I.C.E is the place where coffee business engagement will happen. This unique gathering of industry representatives affords the opportunity

for businesses from around the world to meet and discuss trade opportunities. Due to the nature and location of the Melbourne Showgrounds, the VIP lounges

and training rooms provide all exhibitors and participants representing each of the critical links in the supply chain, the opportunity to connect.



## ● GETTING THE MESSAGE OUT IN EVERY POSSIBLE WAY

The 2012 Melbourne International Coffee Expo will be the largest promotional campaign for any Australian Coffee trade show. Leading up to the 2012 event, promotion will target direct mail campaigns to the coffee industry internationally, third party joint promotion to client databases, promotion at coffee industry events and press releases to all major news agencies. High profile website advertising, news articles, daily print editorial, radio advertising and social media outlets including Facebook and Twitter will be used to broadcast and endorse all facets of the show.

  
**VENEZIANO**  
 CAFFÈ

“THE MELBOURNE INTERNATIONAL COFFEE EXPO WILL PROVIDE THE AUSTRALIAN COFFEE INDUSTRY WITH A CONSOLIDATED, COMPREHENSIVE COFFEE EVENT. COMBINING OUR NATIONAL BARISTA CHAMPIONSHIPS WITH A FULL-SERVICE INTERNATIONAL TRADE SHOW, THIS WILL BE AN EXCITING EVENT NOT TO BE MISSED.”

Craig Dickson  
 CEO Veneziano Coffee

# EXHIBITOR ENDORSEMENTS



AASCA is proud to partner with The Melbourne International Coffee Expo. The Australian coffee industry is ready for an international stand alone coffee industry trade event. We see this as the ideal place for AASCA to host the Australian Specialty Coffee Championships.

**BILL COMLEY**  
PRESIDENT AASCA



"The Royal Agricultural Society of Victoria has long supported Australian food and beverage industry initiatives. We applaud the coming together of the Australian coffee industry in what will be a world-class trade show. We are pleased to host this event at the Royal Melbourne Show Grounds and look forward to supporting the continued growth of the coffee industry."

**MARK O'SULLIVAN**  
CEO ROYAL AGRICULTURAL  
SOCIETY OF VICTORIA



"BeanScene Magazine and Global Coffee Review are privileged to have access to many business leaders within the international coffee community. There is a growing interest from Asian, European and American businesses to be present and active within the Australasian market. There is also an increase in export of product, ideas and innovation from Australasia to the rest of the world. The 2012 Melbourne International Coffee Expo will provide an important meeting place and platform for these exchanges. As media partners, we will do everything we can to support this exciting new event."

**CHRISTINE GRIMARD**  
EDITOR OF BEANSCENE MAGAZINE  
AND GLOBAL COFFEE REVIEW



"We are excited to see the development of the Melbourne International Coffee Expo. Bringing together the key sectors of the coffee industry in an international trade show that will also host the national barista championships is a vision that we are pleased to support"

**LANCE BROWN**  
NATIONAL ACCOUNT MANAGER  
COMMERCIAL COFFEE



WE SHARE PRIME CREATIVE'S VISION FOR A DEDICATED INTERNATIONAL TRADE SHOW. WE ARE LOOKING FORWARD TO BEING A PART OF IN THIS EXCITING NEW INITIATIVE THAT WILL BENEFIT AND FACILITATE THE GROWTH OF THE COFFEE INDUSTRY IN AUSTRALASIA.

Paul Jackson  
Managing Director Danes  
Gourmet Coffee



The AustralAsian Specialty Coffee Association (AASCA) Australian championships will take place from 4 – 6 May 2012 at the Melbourne International Coffee Expo. Competitions

will include the Australian Latte Art Championship, Australian Cup Tasting Championship, Australian Ibrik Championship, Australian Barista Championship and Australian Coffee in

Good Spirits Championship. Winners of these events will represent Australia in international competition.



## ● STAGE

The 2012 M.I.C.E will host 800-tiered seats around the centre stage to accommodate the AASCA championships, involving technical demonstrations by world-class barista competitors. High definition plasma screens above the audience seating area will also ensure visitors are able to see the technical aspects of professional coffee making up close every step of the way. These championships are supported by some of the industry's leading businesses, who will also exhibit as part of the 2012 M.I.C.E trade event.

## ● EVENTS TO BE HOSTED

- Australian barista championship
- Australian latte art championship
- Australian cup tasting championship
- Australian Ibrik championship
- Australian coffee in good spirits championship
- Australian brewers cup championship
- Australian coffee chain competition

## ● LARGEST DEDICATED COFFEE TRADESHOW

Without question the 2012 M.I.C.E is the largest dedicated coffee trade show staged in Australia and one that will attract exhibitors, business executives and visitors from across Australia and around the globe. More dedicated space, more international exhibitors and less distractions - coffee business people doing coffee business.

## ● NETWORKING FUNCTIONS AND EVENTS

The 2012 M.I.C.E will provide a platform for a number of exciting, after hours business networking and celebration events. Including breakfasts, dinners and a Gala evening for all exhibitors and sponsors, this will be a power-packed three days with many opportunities to connect and spend time with your clients, suppliers and colleagues. More information on specific events will be forwarded over the coming weeks. Keep an eye on our dedicated website for information and news updates. [www.internationalcoffeexpo.com](http://www.internationalcoffeexpo.com)



## ● MULTIFUNCTIONAL SITE

The massive Melbourne Showgrounds occupies 19 hectares consisting of modern and heritage listed pavilions; and is ideal for staging all type of exhibits and a great space to enjoy a cup of coffee. The 2012 M.I.C.E in the Grand Pavilion will feature a bar/lounge area, VIP lounge and training room and an international lounge with Wi-Fi computer access. These hospitality areas are a perfect environment for entertaining, networking and discussing business opportunities.

## ● UNPRECEDENTED INDUSTRY SUPPORT

The vast majority of key industry leaders including bean suppliers, roasters, equipment manufacturers and agents, and cafés are dedicated to making the 2012 event the biggest and best Australia has ever witnessed. This event will set a new benchmark for the coffee industry, providing a needed resource to Australia's growing international trade, and recognising the significance of the Australian coffee industry in the global market.

## ● IT'S YOUR SHOW

Each and every exhibiting company receives an unparalleled level of customer support and service from the organisers to ensure that you receive a positive user-friendly experience pre, during and post event. It's our philosophy to ensure this is your show and we will gladly work with you to achieve the most desired outcome.

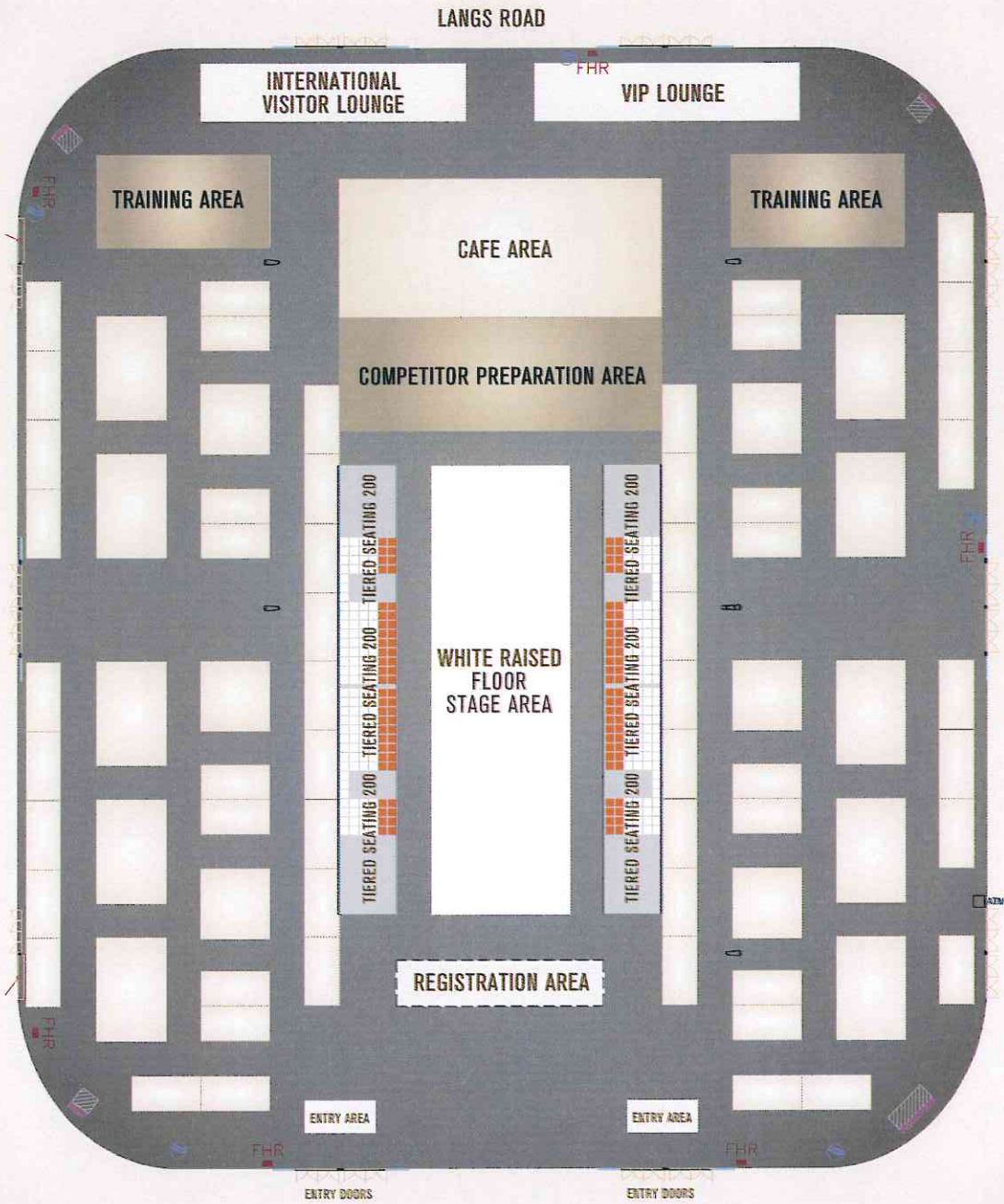
## ● CONVENIENT SHOW LOCATION

The Melbourne Showgrounds site is located within ten minutes of the city's central business district and just a short trip from Victoria's domestic and international airports.

“COFFEE IS NOT JUST A DRINK, IT'S A GLOBAL TRADE. IT HAS AFFORDED ME THE OPPORTUNITY TO ENGAGE WITH AMAZING PEOPLE - PRODUCERS, TRADERS, ROASTERS AND EQUIPMENT MANUFACTURERS. IT IS EXCITING TO SEE AN EVENT THAT WILL BRING TOGETHER ALL OF THESE STAKE HOLDERS IN A WORLD-CLASS ENVIRONMENT, RIGHT HERE IN AUSTRALIA.”

Scottie Callaghan  
World Latte Champion, Australian Barista  
Champion and Brand Ambassador  
Belaroma Coffee

● 2012 MELBOURNE INTERNATIONAL COFFEE EXPO MAP



YOU'LL NEED TO BE QUICK TO  
BE PART OF THE

**2012 ACTION**



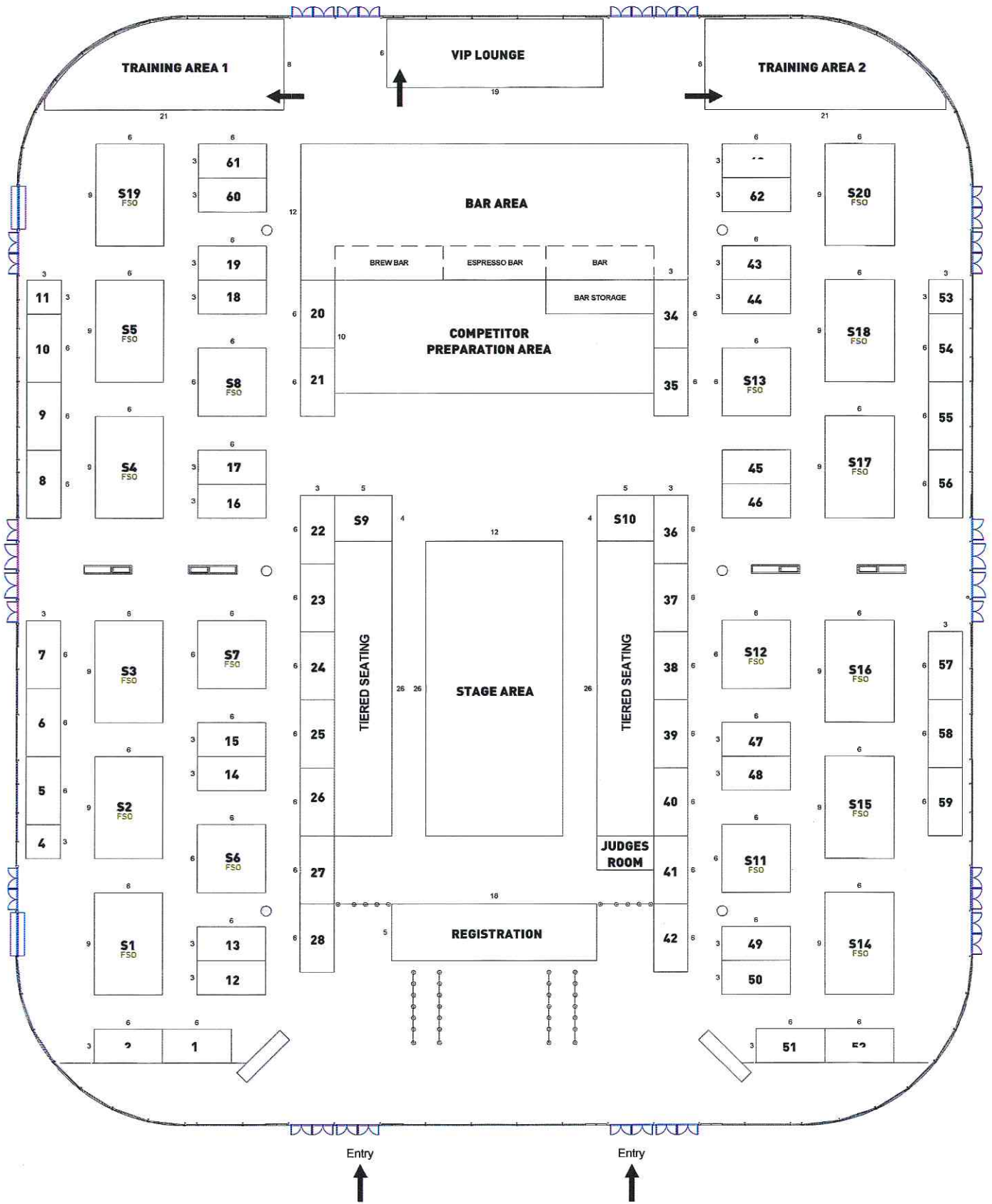
REGISTER YOUR INTEREST AS AN EXHIBITOR AT THE 2012 SHOW NOW!

Be quick as spaces are strictly limited.

Email your request to [clint.hendry@internationalcoffeexpo.com](mailto:clint.hendry@internationalcoffeexpo.com) or phone +61 3 9690 7022.  @MelbCoffeeExpo









# Good Food and Wine Show Melbourne 2011 - Coffee Experience

[www.opalcoffee.com.au](http://www.opalcoffee.com.au)



## Laporan Keikutsertaan Opal Coffee di Melbourne Food and Wine expo 2011

Keikutsertaan Opal Coffee di Melbourne Food and Wine Expo 2011 yang disponsori oleh Melbourne Indonesian Consulate membuahkan hasil yang sangat bagus untuk mempromosikan kopi Indonesia di pasaran Australia.

Australia adalah salah satu Negara yang terkenal dengan konsumsi kopi, terutama penduduk Melbourne. Indonesia adalah produsen kopi ke-6 terbesar di dunia. Kopi yang ditanam dan dibuahkan di Indonesia adalah salah satu kopi yang paling diminati di dunia, termasuk Australia.

Kopi Indonesia di Australia masih sangat asing. Penduduk Australia masih tidak banyak yang mengetahui bahwa salah satu Negara tetangga Australia memproduksi salah satu kopi yang paling berkualitas dan paling diminati di banyak Negara di dunia. Penduduk Australia juga tidak menyadari bahwa kopi yang dikonsumsi setiap hari banyak yang menggunakan kopi Indonesia sebagai salah satu bahan baku. Bersama Melbourne Indonesian Consulate, Opal Coffee di Melbourne Food and Wine Expo 2011 kali ini memiliki kesempatan untuk memperkenalkan kopi Indonesia kepada penduduk Australia.

Walaupun Melbourne Food and Wine Expo 2011 diadakan di Melbourne, tetapi pengunjung Melbourne Food and Wine Expo 2011 adalah terdiri dari penduduk yang tidak hanya berasal dari Melbourne, tetap ada yang dari Sydney, Perth, dan ada juga yang dari New Zealand, Amerika, Singapura dan Malaysia. Minat dari pengunjung terhadap kopi dari berbagai wilayah di Indonesia sangat tinggi. Banyak dari pengunjung tidak mengetahui Indonesia bisa memproduksi salah satu kopi yang berkualitas tinggi yang karakter kopinya hanya terdapat di Indonesia.

Melbourne Food and Wine Expo 2011 juga telah membuka peluang bisnis dengan perusahaan roasting kopi di Australia. Dengan adanya partisipasi Opal coffee di Melbourne Food and Wine Expo 2011, minat terhadap kopi Indonesia dari para supplier kopi di Australia meningkat.

Melbourne Indonesian Consulate sangat mendukung dan membantu menyukseskan keikutsertaan di Melbourne Food and Wine expo 2011. Semoga kerjasama antara Opal Coffee dan Melbourne Konsulat Indonesia semakin erat di masa yang akan datang untuk meningkatkan ekspor kopi Indonesia ke Australia sehingga bisa meningkatkan kesejahteraan para petani Indonesia.

Mewakili pihak Opal Coffee, PT. SariMakmur dan Wahana Coffee Estate, saya mengucapkan terima kasih atas dukungan yang telah diberikan oleh pihak Melbourne Indonesian Consulate.

Dengan Hormat,

Hendra Taruli  
Director  
Opal Coffee (Australia)