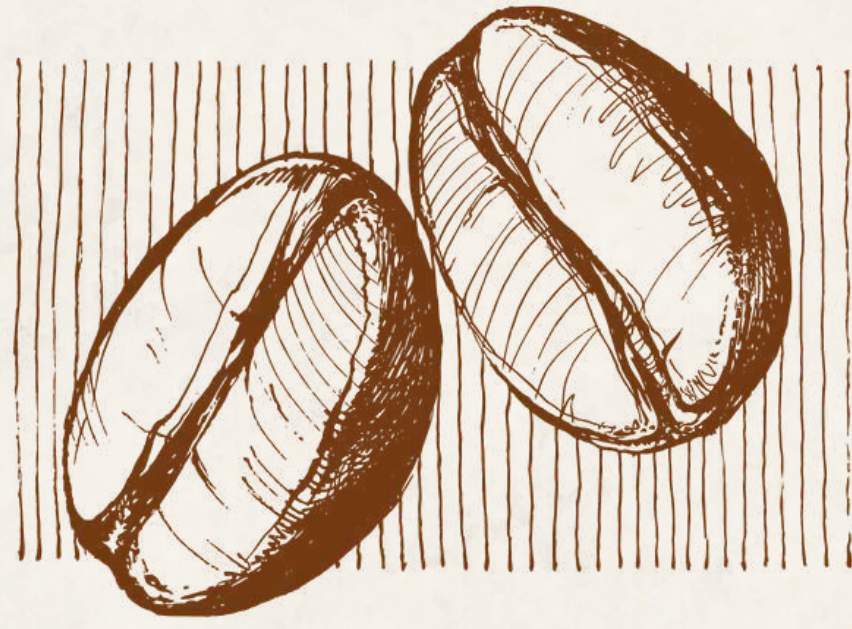


J O H O R



COFFEE
WEEK

2023
2

16 - 19 MARCH 2023

CITY SQUARE,
JOHOR BAHRU

- MEMORIES IN A CUP -

ORGANISED BY:

VENUE PARTNER:



MALAYSIA SPECIALTY COFFEE ASSOCIATION



JOHOR BAHRU
CITY SQUARE

OUR STORY



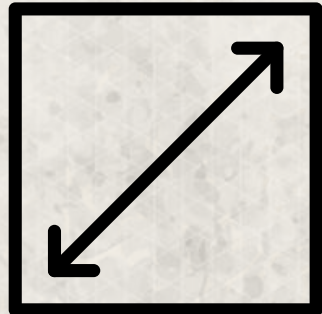
The highly anticipated Malaysia's most prominent specialty coffee event has landed in the southernmost and third largest state of Peninsular Malaysia! Johor Coffee Week 2023 will be held from 16 - 19 March 2023 at City Square, Johor Bahru.

Organised by Malaysia Specialty Coffee Association (MSCA), the successfully concluded Malaysia Coffee Week 2022 engaged more than 80 exhibitors and 15,000 visitors. Johor Coffee Week 2023 has grown more than tripled in size, connecting specialty coffee enthusiasts from local and overseas.

With the theme of "Memories In A Cup" captures the sentiments of coffee bridging generations, depicting moments in life that lives in memories. This 4-day event aims to connect consumers, café owners, roasters, equipment manufacturers, service suppliers to elevate the unique coffee experience and facilitate real business opportunities.

WHY SHOULD YOU JOIN?

01 Larger Booth Space & Cafe Lounge Seatings



Large booth space for exhibitors to showcase products and services with Cafe Lounge area for holistic visiting experience.

02 Strategic Location



City Square, Johor Bahru is strategically located in the heart of the city and only a stone's throw away from Causeway Links, one of the world's busiest land crossings among international travellers.

03 Tourist Hotspot



Johor is a popular city for tourists travelling locally or from Singapore to enjoy shopping and leisure activities.

04 Maximise Brand Visibility



Generate publicity with extensive marketing opportunities and enhance your profile in this industry-led event.

05 Special Highlights



Attractive bundle packages and exclusive highlights to provide extra mileage for exhibitors.

SIGN UP TO BE OUR EXHIBITOR TODAY! ONLY *85 STALLS FOR GRAB!

**SUBJECT TO CHANGES*



EVENT PROJECTION

Expected Visitor No.: **25,000 VISITORS**



WHO SHOULD PARTICIPATE?

Coffee Cart Owners
Coffee Smallware Equipment Suppliers
Home Coffee Machine Suppliers

Café Owners
Baristas
Coffee Roasters

Capsule Machine Suppliers
Suppliers / Distributors of All other
Coffee Related Products
Tourists



EVENT HIGHLIGHTS CURATED TO VISITOR GROUPS



HIGH-NETWORTH INDIVIDUALS



SPECIAL PROMOTION

SPECIAL OFFERS FOR ALL MALAYSIANS AND TRAVELLERS FROM SINGAPORE, GRAB YOUR FREE VOUCHERS AND ENJOY THE EXCLUSIVE PROMOTION ONLY AT JOHOR COFFEE WEEK 2023!

PROFESSIONALS, MANAGERS & EXECUTIVES (PMES)



FREE COFFEE SERVED

FROM 10.30AM-12.30PM
 COFFEE FOR ALL PMES LOCATED AT CITY SQUARE, JOHOR BAHRU, PRESENT YOUR NAME CARD TO REDEEM FREE COFFEE!

CAFE-HOPPERS, INFLUENCERS, MILLENNIALS



MSCA

PRIVILEGE PROGRAMME

GRAB YOUR FREE MSCA PRIVILEGE CARD ONLY AT JOHOR COFFEE WEEK 2023! ENJOY ALL THE PROMOTIONS OFFERED BY MSCA MEMBERS WHEN YOU VISIT THEIR STORES/CAFES!

FAMILY GROUPS



PASSPORT TRAIL PROGRAMME

1. GRAB A PIECE OF JOHOR COFFEE WEEK 2023 EVENT FLYER.
2. COLLECT MIN. 6 STAMPS FROM PARTICIPATING EXHIBITORS IN PASSPORT TRAIL PROGRAMME.
3. SPIN THE WHEEL & STAND A CHANCE TO WIN AMAZING PRIZES!

SPIN & WIN

WIN A PRIZE WITH EVERY SPIN! SPIN & WIN IS BACK WITH EVEN MORE EXCITING REWARDS AND ATTRACTIVE PRIZES INCLUDING HOME COFFEE MACHINE, BREWING EQUIPMENT, COFFEE RELATED PRODUCTS AND MORE!



A MESSAGE FROM COFFEE EXPERTS

DISCOVER HOW YOUR COFFEE BEVERAGES ARE MADE, WHERE YOUR COFFEE COMES FROM AND OTHER NEW INSIGHTS FROM THE COFFEE EXPERTS AT JOHOR COFFEE WEEK 2023!



COFFEE TASTING / CUSTOMISE YOUR OWN DRIP BAG COFFEE

AWAKEN YOUR SENSES IN JOHOR COFFEE WEEK 2023. EXPLORE THE TASTE AND VARIETIES OF COFFEE FROM SOME OF THE BEST ROASTERS IN THE REGION AND THE PEOPLE BEHIND THE AROMATIC ROASTS!



LIVE SIGNATURE BEVERAGE THROWDOWN

BARISTAS WILL PRESENT A FEW UNIQUE DRINKS THAT GIVE THE JUDGES AND AUDIENCES AN ULTIMATE COFFEE EXPERIENCE IN TERMS OF TASTE, CREATIVITY, CONSISTENCY AND PRESENTATION. IT WILL BE A VIBRANT AND ENERGETIC DISPLAY OF TALENT TO COFFEE CONSUMERS AT THE EVENT.



***ALL EVENT PROGRAMMES ARE SUBJECT TO CHANGES WITHOUT PRIOR NOTICE**

PARTICIPATION FEE



FOR ILLUSTRATION PURPOSES ONLY
 *SUBJECT TO CHANGES



	MEMBER	NON-MEMBER
BUILT-UP STALL	MYR 7866 <i>per 9sqm stall</i>	MYR 9315 <i>per 9sqm stall</i>
SPACE ONLY	MYR 7038 <i>per 9sqm stall</i>	MYR 8798 <i>per 9sqm stall</i>
SHOWCASE POD	MYR 3000 <i>per 4sqm pod</i>	

RATE FOR
4
 DAYS



BE A KEY PART OF JOHOR COFFEE WEEK 2023!

Contact Us

Ms STEPHANIE CHUA

TEL: +6 03 8408 1988 / 016 - 3756505

EMAIL: COFFEEWEEK@MSCA.ORG.MY

WEBSITE: WWW.MSCA.ORG.MY