



MALAYSIA SPECIALTY COFFEE ASSOCIATION

VIRTUAL MALAYSIA SPECIALTY COFFEE CONFERENCE & MASTERCLASS 2021

Topic: Importing & Exporting Coffee in a Digital Era

16 NOVEMBER 2021

09:30AM - 06:30PM

ZOOM

Supported by



Overview

Organized by Malaysia Specialty Coffee Association (MSCA), the conference topic "Importing & Exporting Coffee in a Digital Era" takes center stage in this year virtual conference where we address key issues faced by Malaysia SMEs in today's coffee industry shared by our panel of experts.

Topics covered:

1. Importation of green coffee
2. Exporting of roasted coffee to regional markets
3. Leveraging on digital capabilities to shore up your marketing and sales strategies will be shared during the conference.

Formatted as a half day virtual conference followed by coffee masterclass, the Malaysia Specialty Coffee Conference 2021 will bring together estimated 100 decision makers from the specialty coffee trade for a session of knowledge sharing and up-skill opportunity to the community.

**100 - 150
DECISION
MAKERS**

- COFFEE PRODUCER
- COFFEE ROASTER
- CAFE OWNERS
- COFFEE TRADER
- CAFE SUPPLIERS
- BARISTAS / GRADERS

PROGRAMME



MALAYSIA SPECIALTY COFFEE ASSOCIATION

Malaysia Specialty Coffee Conference

10:00am - 12:30pm

10:00am: Welcome Address by President of Malaysia Specialty Coffee Association [MSCA]

10:05am: Speakers from Department of Agriculture [DOA], Malaysian Quarantine & Inspection Services [MAQIS] & Federal Agricultural Marketing Authority [Malaysia] FAMA:

- Sharing of latest protocols from the authority on green coffee importation
- Procedure of green coffee importation from coffee origin
- Restriction on green coffee importation
- Q&A

11:05am: Speaker from Malaysia External Trade Development Corporation [MATRADE]:

- Sharing on latest initiatives from Malaysia government in enhancing Malaysia roasted coffee & local made coffee products exportation
- Trading platform: e-Trade
- Grant & subsidies: Market Development Grant [MDG]
- Overview on MATRADE support for local product exportation

11:50am: Speaker from Branding Consultancy – Digitalisation on local & overseas market

- The Importance of Branding and Identifying Target Buyer

12:20pm: Closing Remark by President of Malaysia Specialty Coffee Association [MSCA]

12.30pm: End of Conference

PROGRAMME



MALAYSIA SPECIALTY COFFEE ASSOCIATION

Malaysia Specialty Coffee

Masterclass

01.00pm - 06:30pm

1:00pm - Masterclass: Sensory Workshop

Academy: JWC Roastery

The Importance of Sensory Skill in Improving Your Coffee

*Training materials provided

*Certificate of Attendance provided, endorsed by
Malaysia Specialty Coffee Association

3:00pm - Break Time

3:30pm - Masterclass: Latte Art Workshop

Trainer: Irvine Quek-The fundamentals and principles of complex latte art

-Details to be advised

*Training materials provided

*Certificate of Attendance provided, endorsed by Malaysia Specialty Coffee Association

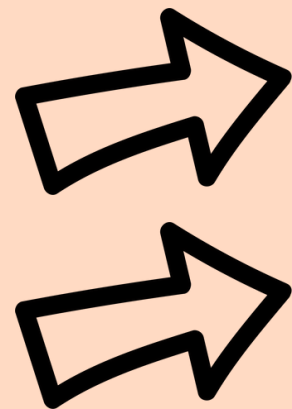
6:30pm: End of Masterclass

GAIN SOME KNOWLEDGE!

REGISTRATION CONFERENCE

FREE

REGISTER TO ATTEND!



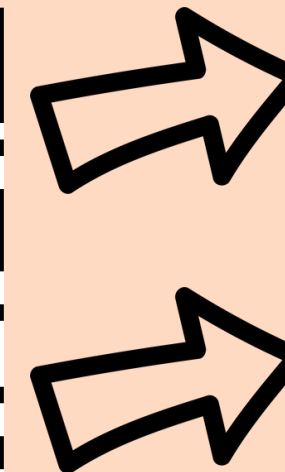
SCAN QR CODE

CLICK THE LINK

<https://msca15.wildapricot.org/Malaysia-Specialty-Coffee-Conference-2021/>

UPSKILL NOW!

REGISTRATION MASTERCCLASS



SCAN QR CODE
TO REGISTER

CLICK THE LINK

<https://msca15.wildapricot.org/Malaysia-Specialty-Coffee-Masterclass-2021/>

SENSORY
WORKSHOP
1PM-3PM

LATTE ART
WORKSHOP
3:30PM-6:30PM

MEMBER: RM250

NON-MEMBER: RM 350

*INCLUSIVE OF TRAINING
MATERIALS &
CERTIFICATE OF ATTENDANCE

MEMBER: RM200

NON-MEMBER: RM 350

*INCLUSIVE OF TRAINING
MATERIALS &
CERTIFICATE OF ATTENDANCE

For more information, contact secretariat@msca.org.my
W|www.msca.org.my. T| +603 8408 1988

Contact Us

For more information, please contact:

Ms Vinnie Law & Mr Victor Ooi

Malaysia Specialty Coffee Association (MSCA)

B-3A-23A, 10 Boulevard, Lebuhraya Srint, Jalan Cempaka,
Kampung Sungai Kayu Ara, 47400 Petaling Jaya, Selangor,
Malaysia

Email: secretariat@msca.org.my

Phone number: +603 - 8408 1988

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