

FOR IMMEDIATE RELEASE

18 October 2021

**MALAYSIA SPECIALTY COFFEE ASSOCIATION PARTNERS SHOPEE TO BRING
MALAYSIA COFFEE WEEK 2021 ONLINE - EMBRACING MALAYSIA'S DIGITAL
ECONOMY BLUEPRINT**

MALAYSIA, KUALA LUMPUR – Malaysia Specialty Coffee Association (MSCA), in support of Malaysia's Digital Economy Blueprint, has partnered Shopee to launch the Malaysia Coffee Week 2021 (MCW) in a digital format come December 2021.

Going digital has become increasingly important in recent years with the onset of the pandemic that has disrupted the brick-and-mortar business owners. Following which, the association sees the immediate need to help Malaysia's coffee industry players to strategically digitise their businesses which would further strengthen their business resilience.

"MSCA is happy to be partnering with Shopee in a move to present our inaugural Malaysia Coffee Week in an online space. As the national association representing the specialty coffee industry in the country, it is paramount for us to examine how we can continue to help our members and industry go forward during these challenging times. Shifting the event virtually gives opportunity for our members to leverage on the growing online marketplace under a safe environment when COVID-19 is still lingering around us" said Ms Yip Leong Sum, President, Malaysia Speciality Coffee Association.

From 01 to 12 December, the virtual coffee exhibition will showcase coffee companies with exclusive deals and offers from roasted coffee to coffee making equipment and more. In addition to the attractive deals, the association will also be organising a virtual latte art competition as one of the key highlights complementing the coffee week with exciting activities.

Kenneth Soh, Senior Manager (Marketing) at Shopee Malaysia said, "We would like to welcome Malaysia's coffee industry players onto our platform as they embrace digitalisation. They are able to leverage on our exciting features and functions to reach a larger market of coffee drinkers across the country. Not only will this partnership with the Malaysia Specialty Coffee Association be beneficial to the coffee industry, but we believe that our users will also enjoy greater deals and bargains on coffee beans, coffee grinders, machines and more. We are excited and look forward to Malaysia Digital Coffee Week 2021."

The twelve day programme is expected to attract a high volume of visitors online to have their coffee fix.

About Malaysia Speciality Coffee Association

The Malaysia Specialty Coffee Association (MSCA) was formed with the vision to build and secure growth in the Malaysian speciality coffee Industry. Its membership comprises coffee farmers, roasters, traders, café owners as well as coffee equipment suppliers. With members across all states of Malaysia, MSCA is the official national body representing the coffee trade in the country.

MSCA is a sanctioned member of World Coffee Events (WCE) in which it organises national level competitions such as Malaysia Barista Championship, Malaysia Latte Art Championship and Malaysia Brewers' Cup Championship. Apart from that, MSCA is also a key member to ASEAN Coffee Federation (ACF) which is the key coffee organisation representing Southeast Asia's coffee industry.

About Shopee

Shopee is the leading e-commerce platform in Southeast Asia & Taiwan. Shopee connects shoppers, brands and sellers across Asia and other fast-growing markets, empowering anyone to buy and sell anywhere and at any time.

Shopee offers an easy, secure, and engaging experience that is enjoyed by millions of people daily. It offers a wide product assortment, supported by integrated payments and logistics, as well as popular entertainment features tailored for each market. Shopee is also a key contributor to the region's digital economy with a firm commitment to helping brands and entrepreneurs succeed in e-commerce.

Shopee is a part of Sea Limited (NYSE:SE), a leading global consumer internet company. In addition to Shopee, Sea's other core businesses include its digital entertainment arm, Garena, and digital financial services arm, SeaMoney. Sea's mission is to better the lives of consumers and small businesses with technology.

For media and enquiries, please contact:

Malaysia Speciality Coffee Association

Ms Vinnie Law

Address : B-3A-23A, 10 Boulevard, Lebuhraya Sprint, Jalan Cempaka, Kampung Sungai Kayu Ara, 47400, Petaling Jaya, Selangor, Malaysia
Tel : +603 8408 1988
Email : secretariat@msca.org.my
Website : www.msca.org.my

Shopee

Malaysia

Mr. Ahmad Hafidz Baharom Alam Shah

Address : Level 25, Southpoint Mid Valley City, Lingkaran Syed Putra, 59200 Kuala Lumpur
Tel :
Email : pr.my@shopee.com
Website : www.shopee.com.my