



EMBASSY OF THE REPUBLIC OF INDONESIA
KUALA LUMPUR

PRESS RELEASE

Indonesia Specialty Coffee Exhibition 2017 drawn mall shoppers attention

Kuala Lumpur. The Indonesia Specialty Coffee Exhibition has kicked off on Friday in Ground Central Berjaya Time Square, Jalan Imbi Kuala Lumpur (11/8). The event aimed to promote Indonesian premium coffee as well as entertained the mall shoppers with culture performances. 13 (thirteen) exhibitors displayed various coffee products and served the coffee drink to the visitors. Many visitors dropped by to taste the coffee while the exhibitors explained them with the background of coffee beans.

"I have seen more Malaysian drink coffee, but many, I believe, do not know much on our local type of coffee. Through this event, Indonesian Embassy would share variety of specialty coffee growing in Indonesia and educate Malaysians or foreigners here" said Mr Krishna Hannan, Minister Councillor for Economy Affairs of Indonesian Embassy on the Opening Ceremony (12/8). The event held in collaboration with Specialty Coffee Association of Indonesia (SCAI) that organized coffee talks during the events. "Tropical climate and mountainous topography lead Indonesia as a paradise of coffee plantation" said Ms Delima Hasri, advisory board chief of SCAI. Mr. Syarifuddin or well known as Pak Syaf who is also the Chairman of SCAI and the Vice Chairman of ACF added that specialty coffee type brought on this event comprises premium arabica and finest robusta. Some of premium types were introduced like Gayo coffee, Ulee Kareeng, Sidikalang, Lintong, Mandhailing, Bajawa, Malabar, Kintamani and Toraja. He invited Malaysian to taste these Indonesian type of coffee. The opening ceremony was attended by foreign mission representatives, hotel general managers, coffee shop and restaurants owners. On the opening ceremony, all guests were invited to toast as officialy inagurate the exhibition.

Indonesian Embassy convened the event for second times with the theme "blending coffee and culture". The there-day event will be filled in with music performance and dances to show off Indonesian identity. An Indonesian band that currently stations in Malaysia, Begemalima has always been a centre of gravity when they perform not only Indonesian songs but also some famous songs. Visitors were pleased to enjoy a hot coffee cup while listening to the live music.

Coffee cupping is regularly presented twice in each day of events. Though, were done by professionals, coffee shop owners or coffee lovers, the Master Ceremony also invited any random visitors to experience the coffee cupping. Free gifts were distributed three times a day to cherish the whole event. In parallel, the best Indonesian barista, Mr Joshua Tanu presented brewing process while he also explained it stage by stage. On the other program, one of outstanding Indonesia coffee latte artist performed the making of latte arts as it was being projected on the tv screen.

In general, Indonesian Specialty Coffee Exhibition (ISCE) is being the spotlight in Berjaya Times Square for this weekend. It is expected more visitors to attend the event, since on weekend the Mall will always be packed by many shoppers. The exhibitors hope more brisk business happening during the weekend.