



SHOW PROPOSAL



Venue

Space

Show Days

Bangkok International Trade & Exhibition Centre

Standard Booth 6 sq.m. (3 x 2 m.) and 9 sq.m.

(3x3 m.) Space only: min. of 18 sq.m. Required

October 2-5, 2025 (4 days) Thursday to Sunday)

Trade: October 2- 3, 2025

Public: October 4-5, 2025



Show Profile: Gateway to Southeast Asia's Vibrant Café-related market

A gateway to growth opportunities for Southeast Asia's café industry, the ASEAN Café Show has established itself as the premier platform for connecting global coffee, tea, bakery, ice cream and cocoa producers and suppliers with over 20,000 buyers and distributors from over 50 countries. The show provides a unique "Total Café Solutions" experience for exhibitors to showcase their products, expand their business and increase sales in one of the world's most dynamic markets.

Organizer:



Official Supporter :



Association Supporter :





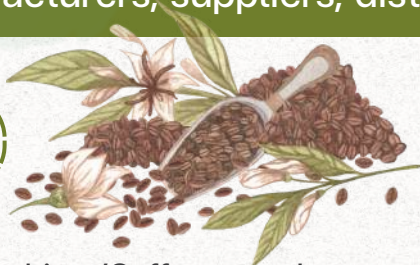
Visitor Profile : 20,000 visitors from all throughout Thailand and neighboring countries (CLMV), including:

- Investors / buyers / business owners / purchasing
- Coffee entrepreneurs, cafe, bakery and Ice cream shops, restaurant chains.
- Baristas, Coffee makers
- Modern trade, shopping centers, department stores, community malls
- Importers / exporters / distributors



EXHIBIT PROFILE: Manufacturers, suppliers, distributors, and importers from

Coffee, Tea and Drinks



- Coffee brewer / Espresso machine / Coffee percolators
- Coffee roasters, grinders and blender
- Mixer / ingredients as syrup, cocoa powder, sugar, sweetener, milk, creamer, spices, flavor, chocolate, sauces and etc.
- Accessories as ceramic/paper cups, coffee dripper, milk foster, coffee decanter, filter, straw/ napkin dispenser and etc.
- Packaging: coffee bag, teabag, coffee filter paper,
- Instant coffee, mixed coffee, healthy drink coffee and etc.
- Tea and accessory as tea leaf/powder, tea pot, herb tea, instant tea, bubbler tea
- Other drinks as juice, herb drink, chocolate, mineral water, cocoa, soft drink, mocktail, energy drink, smoothly and etc.
- Desserts, snacks, side dishes
- Coffee training academy, barista training academy



Bakery



- Baking machine, mixer/pastry blender, ovens, stove, tunnel oven, rotary oven, convention oven, proofer, fermentation technology, steamer
- Refrigerator system, freezer, display chiller
- Accessories: baking sheet, cake decoration, kitchen equipment, measuring, pastry accessory, storage, scales, spatula, thermometer
- Ingredients: powder, sugar, butter/cheese, milk, whipping cream, egg, food coloring, food scent and etc.
- Packaging: container, storage box, bag, box and etc.





Ice cream



- Mix machine / gelato / soft serve machine, freezer, blast freezer
- Accessory and Ingredients: ice cream pander, chocolate, bean, nuts, syrups, milk, sugar, dried / fresh / frozen fruits, topping, seasoning, sweet sauce, container, scoop, cone and etc.



WHY EXHIBIT

- Demand for more new technology equipment continues to grow in line with increasing consumption, both in Thailand and neighboring countries in ASEAN.
- Opportunity to showcase/ launch your new products to both existing buyers/distributors and new ones.
- The show is the most effective platform and longest event held in Thailand for 14 successive years.
- Exhibitor retention rate is high as exhibitors are satisfied with the quality and quantity of buyers/ importers.
- Extensive media coverage, both offline and online, to reach target buyers, in Thailand and internationally.
- Comprehensive activities cover all product sectors, competitions, workshops (coffee, bakery and ice cream), and seminars/conference.

Business matching online



An online business matching trough the show website will be provided two months prior to the show to enable potential visitors / target group to make advance appointments with exhibitors





Activities / Competitions / Workshops

World Café Connection

- Thailand's Ultimate Barista Championship 2024
- Café Concept & Design Inspiration
- MarTech Transformation & Management for Café
- Coffee Talk "The future of Thai coffee toward sustainability"



Pastry Lab

- Pain De Alsace
- Christmas Panettone
- Pumpkin Roll Cake
- Apple Jam cream cheese
- Mini cream cheese
- Ice cream bake
- Flower Bundt Cake
- Blueberry & White chocolate muffin
- Cheese tart
- Banana Coconut Banoffee
- Halloween Monster Cakes



Café Art Salon

- Barista Intensive Course
- Café Management & Basic barista
- Learn to drip with Brewista
- The Secret of Natural Vanilla
- Café recipe revolution



Drink Lab

- Best Signature Drinks
- Beer VS Coffee
- The Art of coffee blends
- Mocktail "Pick Garden"
- Cold Brew fusion coffee
- Liquor VS Coffee
- Champion Showcase
- Barista Champion Selection Drinks
- Local Spirit Selection





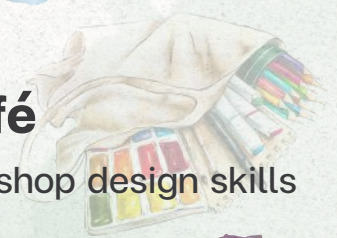
SEAGCC

- Brew your bag
- Cupping session



Ceramic & Café

- Upskill your own shop design skills



Café Academy

- Mix Fruit Tart
- Chocolate Lover
 - Chocolate processing (Cacao & cocoa)
 - Cacao nib caramel (Super food)
 - Dubai chocolate (Tempering chocolate)
 - Amazing Menu (Chocolate muse, Chocolate durian cake)
- Nutella cupcake
- Chocolate Lover
- Mad about fruit
- Minimal Choux (Lemon filling)





Participation option Fee

Option

Description

Price



Space Only
(Minimum of 18 sq.m.)
exhibitor must build own booth
with carpet and rent own utility

**USD 380
per sq.m.**



One standard shell scheme SIZE 3 m. x 3 m. (9 sq.m.)
comprises:

- ☐ 3 side booth wall in white color, the dimension of each wall being 1 meter width and 2.50 meter height (including aluminum border profile).
- ☐ 1 Fascia name at 30 cm.
- ☐ 1 Information counter with 2 Chairs
- ☐ 1 Trash bin
- ☐ 2 Tube lamps 18 watt LED behind the fascia board.
- ☐ 1 Socket of 5 amp 220 volt electric outlet (Not for lighting equipment)

USD 3,600



ONE PREMIUM shell scheme SIZE 3 m. x 3 m. (9 sq.m.)
comprises:

- ☐ 3 Side booth wall in white color, the dimension of each wall being 1 meter width and 2.50 meter height (including aluminum border profile).
- ☐ 1 Company name board at 30 cm.
- ☐ 1 Information counter with 2 Chairs
- ☐ 1 Trash bin
- ☐ 2 Tube lamps 18 watt LED behind the fascia board.
- ☐ 1 Socket of 5-amp 220-volt electric outlet (Not for lighting equipment)
- ☐ 2 Step wall shelf
- ☐ 1 Lockable cabinet

USD 3,870



International agent are welcome

We are welcome the international agent for this show. Please contact +668 8554 1715

Don't miss this golden opportunity

No.1 Café show in Thailand. The latest Coffee, Bakery, Ice- cream, Tea innovations set to revolution in the future of the industries.

For more information, please contact

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