



SINGAPORE COFFEE  
ASSOCIATION

# Singapore Specialty Coffee Online Auction 2020

(Micro Lot)

*Coffee Producer*



Supported By

**Enterprise**  
**Singapore**

# Introduction

## About Singapore Coffee Association (SCA)

- First established in 1945 by a group of coffee traders with warehousing along the shophouses at Singapore River. (74 years).
- Officially registered with Singapore's Registrar of Societies (ROS) in year 1982. (37 years) – Non Profit Organisation.
- Membership Profile: (1) Coffee Trader, (2) Coffee Roastery, (3) Café Owner, (4) Coffee Equipment Supplier, (5) Peripheral Supplies to Café e.g Milk, Syrup etc.. & (6) Guild of Barista Singapore

## About Singapore Specialty Coffee Auction 2020

Singapore is an importing nation for coffee which provides immense business opportunity for the coffee producers. Singapore Specialty Coffee Auction provides a great platform for promoting high-quality coffees. With the objectives of bringing more varieties of specialty grade coffee beans to Singapore, Singapore Coffee Association is working closely with coffee producing countries such as Brazil, Colombia, Ethiopia, Guatemala, Indonesia, Kenya, Panama and many more. This online event enables direct relationships between producers and buyers, and generally ensure that farmers receive good prices for their harvest. Bean with highest score tends to bring about publicity and branding opportunity for the farm.



# **Auctioning Your Coffee @ Singapore Specialty Coffee Online Auction 2020 (Micro Lot)**

This micro-lot online coffee auction will serve as a free platform to allow global green bean producers to make strategic venture into Asia's growing coffee market leveraging on Singapore as the key trading hub. With expected 150 to 200 bidders in attendance from the world, the online auction will showcase no less than 40 specialty coffee micro lots of 30 kg each up for bids. Key coffee producing countries from Southeast Asia, South America and Africa are expected to partake in this auction which will potentially lead to bigger future orders for their green produce.

**Venue: Zoom (Virtual Platform)**

**Date : 1<sup>st</sup> October 2020, Thursday**

**Time : 10AM - 12PM**



**Limited To 40 Specialty Coffee Lots**

**Estimated 200 Bidders From The World!**

# How To Participate?

## Coffee producers/traders

Participation Fee : FREE!  
What You Need to Provide : 33 kg of quality greens (3kg for cupping and grading + 30 kg for auction)  
**\*\*Singapore Coffee Association will keep the revenue of the auctioned beans.**  
Producers / Trader will liaise directly with the buyers and Singapore Coffee Association would not require any commission for future orders.

Call for participation  
(6<sup>th</sup> July – 2<sup>nd</sup> August  
2020)

Fill in participation  
form

Review and approval from assessment team

1<sup>st</sup> October 2020  
*Commencement of  
Singapore Specialty Coffee Auction  
2020*

Marketing / Promotion / Branding /  
Publicity &  
Bidders Registration

Courier:  
**33kg** of Specialty Coffee Green Beans by  
**13<sup>th</sup> September 2020**  
*Sample Beans - 3KG* Beans in a zip lock bag or vacuum packed bag  
*Auction Beans 30KG* Beans in Grainpro Bag

Courier Address:  
**Singapore Coffee Association**  
18 Sin Ming Lane, #02-08, Midview City, Singapore 573960  
Attn: Ms. Amanda Ng

Roasting / Grading / Judging / Scoring  
(31<sup>st</sup> August – 6<sup>th</sup> September 2020, if required)

# Post Auction

## Coffee producers/traders

### Successful Auctioned Beans

1<sup>st</sup> October 2020  
Commencement of  
*Singapore Specialty Coffee Auction 2020*

### Unsuccessful Auctioned Beans

Revenue will be contributed to  
Singapore Coffee Association (SCA)  
*to cover the cost of operations and logistics*

Beans will be sold to local  
café, roasters & traders.

Information and contact details of  
your buyer will be shared with you

Revenue will be contributed to  
Singapore Coffee Association (SCA)  
*to cover the cost of operations and logistics*

Producers / Trader will liaise directly with the  
buyers and Singapore Coffee Association would  
not require any commission for future orders.

Information and contact details of  
your buyer will be shared with you

Producers / Trader will liaise directly with the  
buyers and Singapore Coffee Association  
would not require any commission for future  
orders.

# Notes

- A lot of farmers emphasize their business on the processing methods. Yes, it is important to ensure quality. However, quality without good marketing = low returns. Wasted effort!
- Tell Us Your Story! Buyers always like to hear your story!
  - a) Tell us more about you.
  - b) Tell us about your farm, your culture, your beliefs and your country.
  - c) Tell us about your processing method.
  - d) Show us your picture, you and your family!
  - e) Show us your video.
  - f) Put everything together and do up a promotion kit!

## Contact Us



SINGAPORE COFFEE  
ASSOCIATION

## Singapore Coffee Association

18 Sin Ming Lane, #02-08, Midview City, Singapore 573960

Ms Amanda Ng

+65 6977 9857

[amanda@singaporecoffee.org](mailto:amanda@singaporecoffee.org)