



SINGAPORE COFFEE
ASSOCIATION

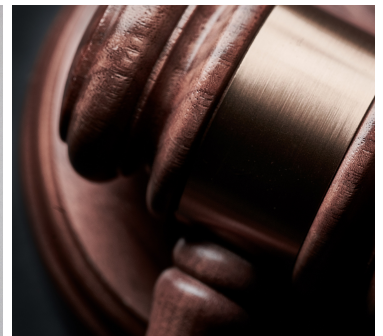
Singapore International Coffee Convention & Specialty Coffee (Micro-Lot) **Hybrid** Auction 2021

*The Largest Convention & Auction Event for the International Coffee
Profession in Singapore and the Region*

KNOWLEDGE | CUPPING SESSION | AUCTION

Singapore

Date: 3 June 2021



Organised by:



SINGAPORE COFFEE
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About Singapore International Coffee Convention

Singapore International Coffee Convention 2021 is the largest convention organised for the coffee business community in the region. The purpose is to widen and increase the sourcing scope and knowledge for the coffee industry partners in Singapore and beyond.

The convention will consist of **3 Key Segments**

Conference - The Knowledge Sharing Platform

Coffee producing countries will have an opportunity to make their presentation to the attendees who are potential buyers from the coffee industry.

Coffee Cupping Sessions - Cup of Excellence

Held in tandem with the convention, the cupping session will be done during the conference proceedings. Individually serve in shot glass cups, the cupping during the conference will help the delegates to better appreciate the coffee during the sharing session.

Coffee Showcase - Display Booth

Participating countries will get the chance to showcase their coffee bean at designated booths which will be located near to the delegates.

About Singapore Specialty Coffee (Micro-Lot) Hybrid Auction 2021

2020 Auction's Statistics

12	Participating Countries
45	Participating Producers
45	Lots Sold (All Lots Sold!)
76	Bidders from 19 Countries
44,193	Online Viewership No.
US\$64.50 per kg	Highest Bidded Price

Singapore Specialty Coffee Auction returns for its 2nd edition in a hybrid format this year. The highly successful auction is the first of its kind in Asia that is held in a hybrid mode. It is also the most prominent coffee auction in Asia Pacific region which attracts bidders from all around the world.



Our Event Attendees

Coffee Traders | Coffee Roasters | Café Owners
Head Baristas | Coffee Producers

Programme Rundown

Time	Programme
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09:30 - 10:00	Registration
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10:00 - 10:10	Opening Ceremony
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Singapore International Coffee Convention 2021

10:10 - 10:40	Speaking Slot & Cupping Session (1)
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10:40 - 11:10	Speaking Slot & Cupping Session (2)
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11:10 - 11:40	Speaking Slot & Cupping Session (3)
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11:40 - 12:10	Speaking Slot & Cupping Session (4)
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12:10 - 12:40	Speaking Slot & Cupping Session (5)
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12:40 - 13:40	Lunch
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Singapore Specialty Coffee (Micro-Lot) Hybrid Auction 2021

13:40 - 17:00	Commencement of Auction Session
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17:00	End of Event
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150

Physical Attendees

50,000
Online Viewers



Speaking & Promotion Opportunity

Singapore International Coffee Convention 2021

The perfect platform to promote your beans to the target market!

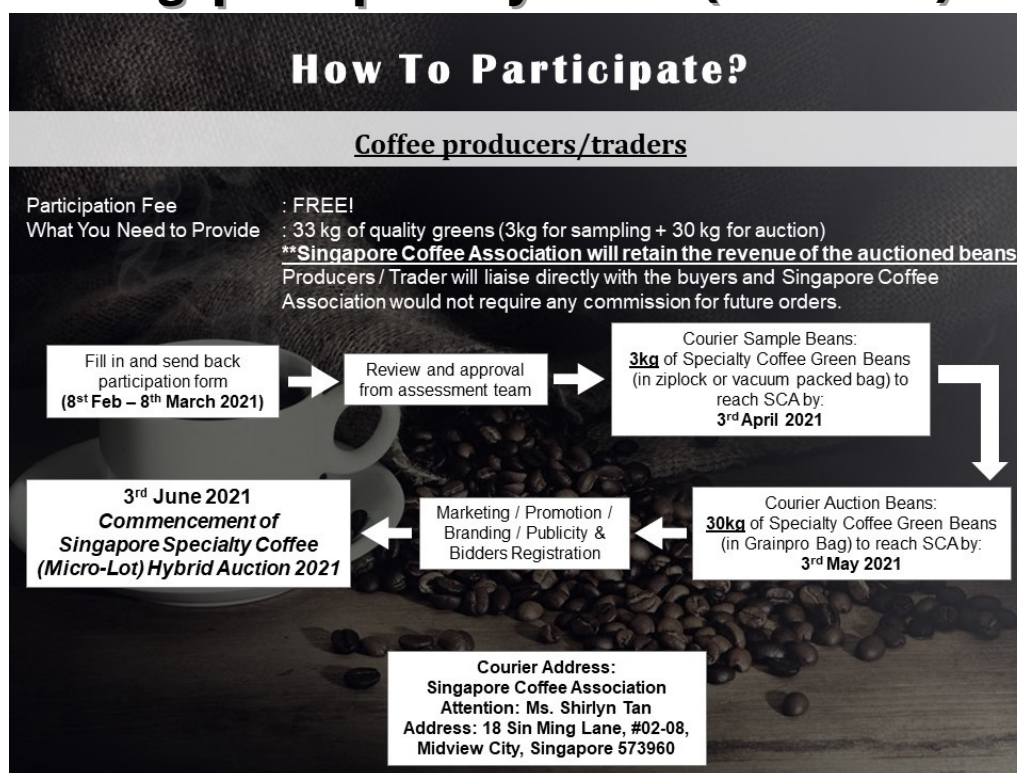
The Entitlements

- 01 x **Speaking Slot** (content subjected to approval)
- **Special Cupping Session of your coffee** during Convention
- 04 x Tickets to Convention
- 01 X Showcase Area @ Convention
- 01 X Full Page Advertisement in Auction Catalogue
- Marketing Videos Played During Intervals
- Special Announcements Made During Convention
- Certificate of Appreciation
- Logo Acknowledgment @ Convention Backdrop & Marketing Collaterals

SGD\$8,800
Max. 5 Slots Only

Want to Put Your Bean in Our Auction?

Participate in Singapore Specialty Coffee (Micro-Lot) Auction 2021 Now!



WHY YOU SHOULD JOIN THE AUCTION

- It is ***FREE** to participate for Coffee Producers/Traders & Farmers (*Upon approval by our Coffee Graders*)
- **FREE** Coffee Certification by Singapore Coffee Association's Approved Graders
- **Branding & Publicity Opportunity** throughout the across the region
- **Matchmake Opportunity** between the Coffee Producers & Bidders
- **Established a Higher Price Point** for Your Coffee!

**As there is no participation fee in the auction, all proceeds generated from the auction shall be kept by the organiser.*



ADDITIONAL SPONSORSHIP & BRANDING OPPORTUNITIES

Key Presenter – *Exclusive*

SGD\$15,000

- **Title naming rights to the event**
- Welcome address at Official Opening Ceremony
- Keynote Speaking Slot at the Convention
- Placement of corporate branding at every delegate table
- Showcase area at the event
- Logo acknowledgement at all event collaterals – prominently placement
- Logo acknowledgement in SCA website
- Advertisement placement in SCA Social Media pages (Facebook & Instagram)
- 02 X EDM blasting to SCA members and databases
- 01 X full page, full color (backcover) advertisement at event catalogue
- 08 X tickets to the event
- Appreciation Plaque

Strategic Partner

SGD\$3,000

- Logo acknowledgement at all event collaterals
- 01 X full page, full color (ROP) advertisement at event catalogue
- 04 X tickets to the event
- Logo acknowledgement in SCA website
- Advertisement placement in SCA Social Media pages (Facebook & Instagram)
- 01 X EDM blasting to SCA members and databases
- Appreciation Certificates

About the Organiser – Singapore Coffee Association

The Singapore Coffee Association (SCA) was established in the late 1950's by a group of pioneering coffee traders. During the ensuing years, coffee trade developed rapidly due to the enterprise and hard work of the traders. Singapore gained recognition as one of the coffee centres of the world.

As a result of the transformation, SCA membership represents all sectors of the coffee industry, from green coffee supply chain providers, international and national roasters to well-known coffee retailers.

SCA aims to provide a forum for all sectors of the coffee industry to share information and jointly promote consumption and trade, and representing the coffee industry at national and international forums.



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For more information, please contact:
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