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SINGAPORE COFFEE ASSOCIATION & FOOD&HOTELASIA TO HOST VIRTUAL (MICRO LOT) SPECIALTY COFFEE AUCTION

SINGAPORE, 28 July 2020 – [Singapore Coffee Association](#) (SCA), in partnership with [Food&HotelAsia](#) (FHA), will be staging the first virtual edition of Singapore (Micro-Lot) Specialty Coffee Auction on 1 October 2020 in conjunction with International Coffee Day.

Supported by Enterprise Singapore (ESG), it is the first time the Singapore (Micro-Lot) Specialty Coffee Auction will be held in a digital format. The micro-lot coffee auction will serve as a platform to allow global specialty green bean producers to make strategic ventures into Asia's growing coffee market by leveraging on Singapore as the key trading hub. Coffee producing countries from Southeast Asia, South America and Africa are expected to take part in this auction to showcase their specialty beans in Asia.

Through SCA's partnership with FHA and its series of industry events: [FHA-HoReCa](#) and [FHA-Food & Beverage](#), the online auction will strengthen its international reach for bidders participating in the action. Having spanned a combined 120,000 sqm of exhibition area in 2018 and hosted more than 3,400 exhibitors, 72 international group pavilions, and 80,000 attendees from over 120 countries and regions, FHA is one of the largest, most comprehensive and important tradeshows of its kind in Asia.

"We are delighted to partner SCA in organising the first digital edition of the Singapore (Micro-Lot) Specialty Coffee Auction 2020. The partnership with SCA to hold the micro-lot auction, combined with our expertise in connecting people and facilitating new business through the use of technology, will help us serve our communities, create value and spur innovation moving forward," said **Mr Martyn Cox, Event Director of FHA-HoReCa and FHA-Food & Beverage**.

Ms Sophia Ng, Director, Trade, Enterprise Singapore said, "Enterprise Singapore is pleased to support The Singapore Coffee Association's efforts to increase vibrancy of coffee trading here through the first edition of Singapore (Micro-Lot) Virtual Specialty Coffee Auction. For our Singapore companies, the auction presents an opportunity to connect and expand their network with international and regional buyers in coffee trading industry. International and regional coffee traders can also leverage the auction to increase trade and better access the region."



“On behalf of Singapore Coffee Association, we would like to thank Enterprise Singapore for their support in our inaugural staging of the Singapore Coffee Auction. It is important for us to continue to strengthen Singapore’s position as a coffee hub in the region via effective platform like this, albeit virtually. I am delighted to welcome the FHA team for their strategic partnership in this auction. Together I am sure we will be able to reach out to a bigger audience of potential buyers,” said **Mr Victor Mah, President, Singapore Coffee Association.**

With up to 300 bidders expected to attend, the auction will showcase some 40 lots of specialty coffee up for bids.

More information of the auction will be made available nearer to date on [SCA website](#).

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About 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. Today, as a result of the transformation, Singapore Coffee Association’s membership represents all sectors of the coffee industry, from green coffee supply chain providers, international and national roasters to well-known coffee retailers.

About FHA-HoReCa

Where world’s leading hotels, restaurants and café suppliers will gather to showcase the latest foodservice & hospitality equipment, products and services across five main segments – Bakery, Pastry & Gelato; Foodservice & Hospitality Equipment; Hospitality Style; Hospitality Technology; Speciality Coffee & Tea – serving discerning distributors, importers, manufacturers and retailers from Asia, all under one roof.

About FHA-Food & Beverage

The platform of choice for industry professionals, including distributors, importers, manufacturers and retailers from Asia to see and source for high quality, new-to-market food ingredients, drinks, fresh produce, services and equipment across three key profiles – Food & Beverage, FoodTech and Restaurant, Bar & Café. More than 80 per cent of the 2,000 exhibitors participating in FHA-Food & Beverage are renowned manufacturers and brands hailing from 100 countries and



regions. ProWine Asia (Singapore), a satellite event of the highly successful ProWein in Düsseldorf, Germany, will return for its third edition alongside FHA-Food & Beverage. For more information, please visit www.fhafnb.com.

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