



Excitement brews at the launch of Speciality Food & Drinks Asia and Speciality Coffee & Tea Asia trade events

Experience three exciting days of culinary exploration and innovation with a vast showcase of over 320 exhibitors and brands, and catch the highly anticipated Singapore National Coffee Championship

Singapore, 26 June 2024 – Highly anticipated F&B trade events Speciality Food & Drinks Asia (SFDA) and Speciality Coffee & Tea Asia (SCTA) open today at the Sands Expo & Convention Centre (Halls D, E and F) in Singapore. Organised by IEG Asia, the trade events are part of [SIGEP Asia](#), the first Asian edition of the renowned SIGEP Italian international artisan gelato, pastry, bakery, and coffee trade show, held alongside [Restaurant Asia](#) and co-located with takeaway and delivery trade show Food2Go. The events will run from 26 to 28 June and are expected to host up to 10,000 trade visitors and buyers and feature over 320 exhibitors and brands from more than 30 countries and regions.

“SFDA and SCTA offer the perfect platform for specialty food and beverage professionals to connect, discover, and elevate their businesses. IEG Asia is thrilled to present this unique opportunity to explore the synergy between innovative speciality products and food service excellence from Italy, Singapore and other participating countries. We are excited to introduce new exhibitors, and welcome our delegates and visitors over the next three days,” said **Ilaria Cicero, chief executive officer of IEG Asia and organiser of the events.**

A stellar lineup of exhibitors and brands

This year’s SFDA and SCTA feature a diverse range of exhibitors, from renowned global brands to emerging homegrown artisanal producers. The lineup includes Huggs Coffee, Allpress Espresso, Oatly, F&N Foods, Glyph Supply Co, Lei Food & Drinks Singapore, Elevare, Soshinsen Holding, Sanjeevani Basmati, Ideas Ocean (IDOCEAN), Kerry Ingredients Biga Italian Bakery, and many more.

With a growing emphasis on ethical and environmentally-friendly food production across the region, visitors seeking sustainable food products can anticipate innovative eco-conscious brands, including sustainable seafood farmers Farm Suzuki from Japan; Singapore’s first-ever edible cutlery startup Crunch Cutlery; local bean-free & sustainable coffee pioneers Prefer; and coconut, organic and plant-based product distributors Siam Coconut, among others.

Explore 8 country pavilions and indulge in global delicacies

Visitors can also look forward to a rich culinary and cultural heritage experience from pavilions across the globe, including Kuwait, China, Malaysia, Japan, Austria and Mexico.



The Japanese pavilion will deliver a curated selection of premium Japanese products such as the all-time favourite wagyu beef, and Japan's top-selling supplement Natural DN Collagen from Fordays Co., Ltd. Two distinguished Japanese sake companies will also present their exquisite brews in Singapore for the first time, offering visitors a chance to savour their unique flavours. The pavilion will also introduce innovative sparkling sake like the refreshing pear-flavoured "La France," artisanal fruit jams capturing the essence of Japanese fruits, and stylish cup coasters that blend functionality with artistic design. Other key highlights include a modern tea ceremony startup WACHA showcasing their matcha selection and tea ceremony robot "Sennorobi".

The Kuwait pavilion, presented by the Kuwait's Public Authority for Industry, will feature the finest of Kuwaiti coffee, sweets, pastries, spices, herbs, seasonings and food packaging materials. The Mexico pavilion, presented by the Embassy of Mexico in Singapore, will showcase a diverse selection of meat and dairy products, various herbs and spices – including a variety of chilli peppers – and beverages such as tequila and mezcal.

Singapore's Coffee Industry Flagship Competition - Singapore National Coffee Championship

Organised by the Singapore Coffee Association at SCTA, the Singapore National Coffee Championship (SNCC) will feature 70 participants competing across four exciting categories — the Singapore National Barista Championship (presented by Santino), Singapore National Brewers Cup (presented by TIMEMORE), Singapore National Latte Art Championship and Singapore Cup Tasters Championship. The highly anticipated competition aims to showcase excellence and best practices in coffee preparation, and winners of each category will represent Singapore at the World Coffee Championships 2025.

Savour the finest brews and coffee products

Also at SCTA, visitors can discover an array of speciality coffee brands and products, including coffee machines, grinders, pour-over kettles, drippers, beans and pods, and many more. Exhibitors include TIMEMORE, DASHER Singapore, Allpress Espresso, Saponi Italiani, Huggs Coffee, Blu Coffee, Beijing Guixia Legend Trading, Glyph Supply Co, MHW-bomber, Prefer and Mii FoodService, and more.

"We are thrilled to once again be part of Speciality Coffee & Tea Asia, this time alongside the world-renowned SIGEP brand. This event is the perfect business platform for local and global coffee growers, artisans, roasters, baristas and entrepreneurs to showcase their crafts, exchange ideas and forge meaningful connections, and visitors can witness the continuous innovation that fuels the speciality food and drink industry. We are also staging the Singapore National Coffee Championship here, where talented individuals are competing and showcasing their skills. I wish all participants the very best!" said **Victor Mah, President of the Singapore Coffee Association.**

SIGEP Asia unveils a comprehensive experience



The opening ceremony of SIGEP Asia and its co-located shows was graced by Guest of Honour Ms Low Yen Ling, Senior Minister of State, Ministry of Culture, Community and Youth & Ministry of Trade and Industry. The all-encompassing SIGEP Asia event serves as a beacon for the entire F&B and Hotel, Restaurant, and Catering (Ho.Re.Ca.) industries, streamlining industry trends and fostering strategic business connections. Leading European and Asian industry players are gathering at SIGEP Asia to showcase the latest F&B products and cutting-edge foodservice technologies. Extending beyond these, the event is also hosting other fringe events such as the RAS Leadership Symposium, masterclasses and tasting sessions, and offering exclusive insights into future trends of the Dolce foodservice industry through seminars.

For visitor registration, visit [here](#).

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About IEG Asia

Following the signing of a Memorandum of Understanding between Italian Exhibition Group (IEG) and the Singapore Tourism Board, IEG has established IEG Asia Pte Ltd in Singapore. This continues IEG's development plan in Southeast Asia as an entirely owned subsidiary with acquired trade events Restaurant Asia and International Coffee & Tea Asia series, Speciality Food & Drinks Asia, Speciality Coffee & Tea Asia, Food2Go, and the Singapore International Jewelry Expo series.

This extends IEG's expansion strategy into Southeast Asia, fostering a virtuous circle that will strengthen global businesses and facilitate further expansion.

Media Contacts:

Eileen Kang

Blue Totem Communications

SFDA@bluetotem.co