





Indonesian Coffee Festival



Bringing Quality
Indonesian Coffee
to the World



The 3rd annual
Indonesian Coffee Festival
17-19th October 2014
at Inna Grand Bali Beach Hotel





OVERVIEW

- Indonesian Coffee Festival is an annual event intended to introduce Indonesia's special coffee, which is widely known as one of the world's best.
- It all started with 'The Road To The Indonesian Coffee Festival' in Bandung on December 23rd, 2011, followed by the First Indonesian Coffee Festival in Ubud, Bali in 2012 and last year in Yogyakarta.
- ICF have succeeded in gathering all of the integral elements, from the coffee farmers, entrepreneurs, consumers, to related governmental institution such as the Ministry of Tourism and Creative Economy, Ministry of Trade, Ministry of Industry, Ministry of Agriculture, as well as unions and Small and Medium Enterprises. This shows that ICF is a well-accounted event.
- ICF 2014 will remain uplifting regarding its vision and commitments towards local coffee, with the ultimate goal of instilling a greater understanding of Indonesia's high quality coffee within locals and international coffee-loving society as well, which in the longer term may influence the future of Indonesian coffee itself.

HIGHLIGHTS OF THE INDONESIAN COFFEE FESTIVAL

- Title: The 3rd Indonesian Coffee Festival
- Theme: Bringing Local Coffee Quality to the World
- Period: October 17th - 19th, 2014
- Venue: Inna Grand Bali Beach Hotel
- Exhibitors: 70 (Expected)
- Visitors: 3000 (Expected)

VISION OF THE INDONESIAN COFFEE FESTIVAL

- As a vessel to promote Indonesian coffee locally, regionally, and ultimately internationally
- Creating the opportunity to reach out to the local farmers and offer more understanding about coffee-planting development
- To be a meeting point for sellers of coffee products and any supporting equipment and buyers
- To be a place where international suppliers can promote their products in Indonesia
- Facilitate a workshop to improve the craftsmanship of coffee professional in Indonesia



OBJECTIVES OF THE INDONESIAN COFFEE FESTIVAL

- To introduce coffee experiences to local and international societies and enriching their understanding about local Indonesian coffee as well as trends taking place concerning the commodity.
- To garner enthusiasm towards the Indonesian coffee industry so that it may continue to grow positively as well as supported by bigger consumer demand.
- To promote Indonesia as the center of coffee commodity in the region of South East Asia.
- To promote local quality coffee products from the producers.
- To promote products from trusted suppliers.



PATRONS

- Ministry of Trade
- Ministry of Agriculture
- Ministry of Industry
- Ministry of Tourism and Creative Economy
- Indonesia Coffee Exporters Association
- Association of Indonesian Coffee Exporters
- Indonesian Civet Coffee Association
- Specialty Coffee Association of Indonesia
- Indonesian Hotel & Restaurant Association - Bali Chapter



EXHIBITORS

- Coffee Green Bean
- Roasted Coffee Bean
- Mass production of Coffee
- Machine & Equipment
- Chocolate, syrup, dessert
- Café Interior & Designer
- Franchise, Consultants & Start ups
- Country Pavilion Promotion
- Café Supplies and Merchandise
- Packaging



TARGET AUDIENCE

- Every individual who loves and appreciates Indonesian local coffee, or any kind of coffee in general, as a part of their daily lifestyle.
- International buyers.
- Coffee entrepreneurs and industrialists.
- Relevant suppliers in the coffee industry.
- Media.



OFFICIAL EVENTS

- Welcoming Reception
- Business Match Making (International Buyers meet Indonesian Sellers)
- ASEAN Barista Competition Master Roaster Class
- Charity Gala & Cultural Performance



COMPETITION

- ASEAN Barista Competition 2014
- Coffee in Good Spirits Championship



ASEAN BARISTA COMPETITION

- ASEAN Barista Championship is a prestigious event where contestants show off their skills and 'battle' contestants from other ASEAN countries.
- Seven countries will get together and compete for the title of ASEAN Barista Champion 2014.



WORLD COFFEE IN GOOD SPIRIT





WORKSHOP

- Workshops will include training for visitors, interested professionals, Baristas, as well as those who wish to understand the fine coffee tasting. ICF 2014 provides two workshop activities: Barista Workshop and Coffee Roasting Workshop.
- Certificates will be awarded to the participants in the workshop.



BARISTA WORKSHOP

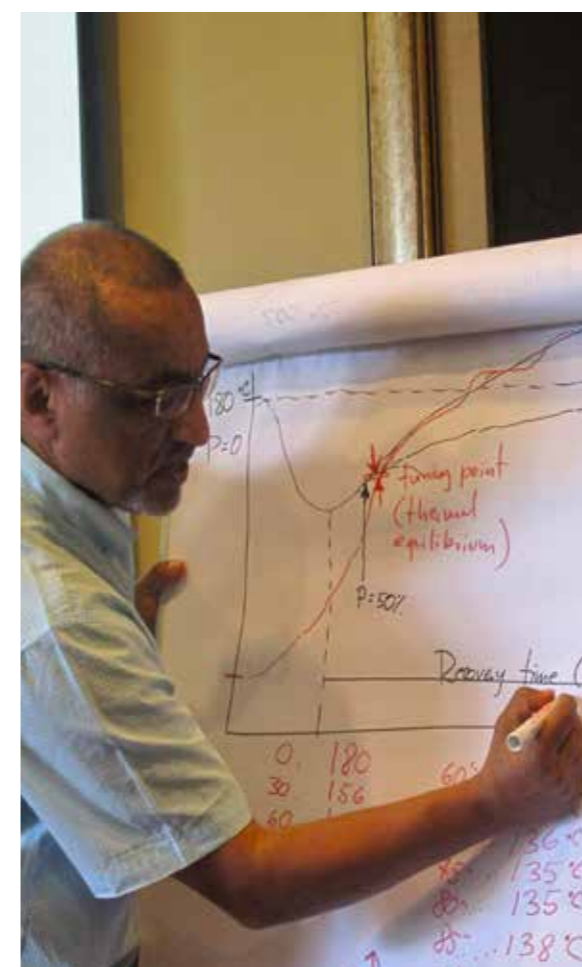
- Barista workshops will be based on international gourmet espresso guidelines and will focus on achieving the best possible espresso with a special focus on consistency.
- These workshops will lay the groundwork of knowledge necessary to allow budding baristas to hone their craft in preparation for the service industry

- The workshop is conducted by industry professionals with years of experience in the F&B industry with a special focus on coffee. They will also display tricks and share secrets you will never find in books.
- Participants are awarded a certificate for each level.
 - Basic Barista Workshop
 - Advanced Barista Workshop
- Duration: Approximately half a day
- Group Size: Less than 8 participants



ROASTING CLASS

- Refining the coffee expertise. Learn about the next level of coffee roasting.
- This will be one of the most exciting and interesting courses!
- Roasting is fun and takes coffee lovers on a never-ending journey. Definitely a great way to inspire yourself and your staff and to take your coffee offering to the next level.
- The aroma of coffee roasting alone makes this a wonderful experience. The roasting of coffee is a mixture of science and art. It is full of theories and technicalities of how to do things yet there is an element of personal feel and intimacy that you simply can't deny. Roasting is personal, and in the end it depends on how you like it and what you believe in.
- During roasting class, roasters will learn to explore the possibility of having a personal coffee roaster. This is what you could call a great introduction to coffee roasting and a fantastic way to dive into the world of coffee at the next level. The Roasting class will be conducted in a fun and enjoyable atmosphere, while keeping it a hands-on and practical experience that will make it all the more enjoyable and unforgettable.





COFFEE AUCTION

- The auction will be held for coffee farmers and entrepreneurs.
- Before the auction, farmers will be required to send samples of coffee to be auctioned in order to go through a testing phase to determine whether the product qualifies a place at the auction lot. Products that passed the test will be sent in a large quantity (approximately 600 tons) to the place of auction in which it will be presented and tasted by the coffee entrepreneurs to be bought and marketed afterwards.



COFFEE SHOW

- Coffee Show is one of activities included in Indonesian Coffee Festival 2014. The show will reveal traditions or myths related to coffee, most of which are little-known to public and have not been discovered by public. Delivered in a casual manner, this activity is expected to be able to help visitors gain knowledge about coffee while still maintaining a fun and enjoyable atmosphere.
- Coffee Show is also designed for participants of the exhibition interested in selling gimmicks of coffee.



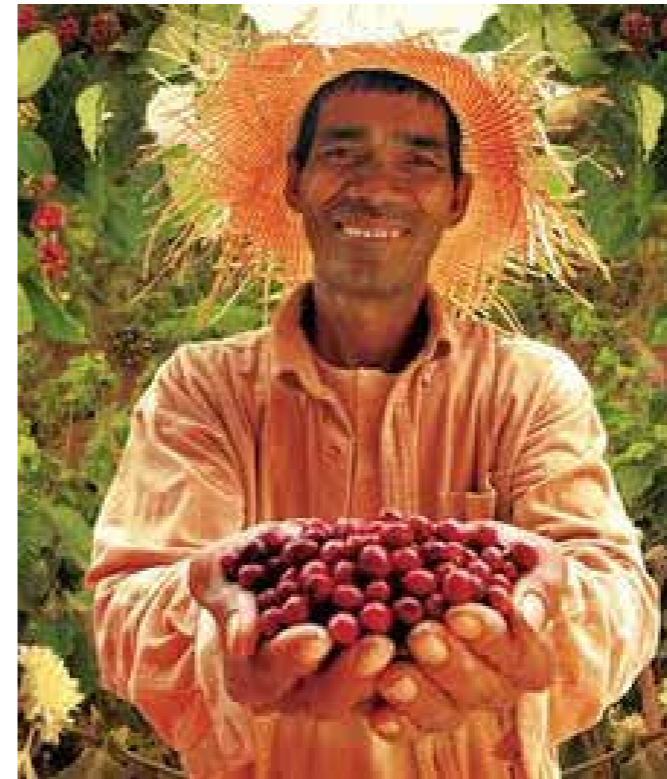
COFFEE TALK

- Maintaining the quality and originality of Indonesian Coffee.
- The Trend of Organic Coffee.
- How to increase the production volume of Arabica Coffee.
- Marketing Strategies workshop from Markplus



COFFEE PLANTATION VISIT

- To learn more about the process of seeding to harvesting. Indonesian Coffee Festival annually incorporate a visit to coffee plantation as one of the series of activities.
- In addition to VIP guests and media, this activity is also open for public.



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