



FOR IMMEDIATE RELEASE

Registration open for World of Coffee Dubai 2023!

October 17, 2022 — Exhibitor and visitor registration is now open for the 2023 World of Coffee trade show in the United Arab Emirates from January 11-13, 2023. World of Coffee Dubai returns to the Middle East for its second edition with Guatemala, represented by brand Guatemalan Coffees, as this year's official Portrait Country. Taking place at the Dubai World Trade Center, the event is organized by DXB Live in collaboration with the Specialty Coffee Association (SCA) and the volunteer leaders of SCA UAE Chapter.

Following the success of the first-ever World of Coffee Dubai which saw more than 7,000 coffee professionals from across the region and beyond gather for the event tailored for UAE's coffee businesses and those who wish to break into the Middle East's emerging coffee industry: connecting coffee producers, manufacturers, retailers, traders, and the broader industry.

Yannis Apostolopoulos, Chief Executive Officer of the Specialty Coffee Association, said: "It is our pleasure to partner with DXB LIVE, to set up this international exhibition, specialized in the coffee industry worldwide, which is ever-increasing in prominence according to the indicators and data. We are confident that the coffee industry in the Gulf region, the Middle East and North Africa will witness unprecedented momentum in the coming years. The exhibition will create tremendous business opportunities and support the coffee trade in all countries of the region, which enjoy safety and economic stability."

DXB Live and the SCA are pleased to announce the signing of an agreement to hold the exhibition for a period of 5 years in the region after the great success of World of Coffee Dubai 2022, which was held in conjunction with Expo 2020 Dubai, at the Dubai Exhibition Center in Expo.

Khalid Al Hammadi, Senior Vice President at DXB LIVE, said: "By organizing such specialized trade fairs, Dubai continues to create new business opportunities and increase areas of cooperation between specialists and experts in all sectors, and is constantly working to provide a dynamic environment for work and life."

Khalid Al Mulla, National Coordinator of the SCA UAE Chapter, says: "The first-ever World of Coffee Dubai was highly praised and applauded by the international coffee community and the major specialized companies working in the coffee industry. We are working towards bringing together the largest gathering of coffee professionals in the region, to provide the business opportunities and connections between the local and global coffee industry."

Features at World of Coffee Dubai 2023

- A show floor focused entirely on exhibitors and delegates from the specialty coffee and tea industry

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- Roasters Village
- Brew Bar
- Cupping Room
- Coffee Design Awards
- Best New Product Competition & Display
- SCA Lectures and Workshops
- UAE National Coffee Championships

To book a booth at World of Coffee Dubai, contact the team the [contact form on the event website](#).

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SCA Marketing Manager:

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Resources:

- [Download the World of Coffee Dubai promotional graphics](#)
- [Download the World of Coffee Dubai 2022 Photo Kit](#)

About the Specialty Coffee Association

The SCA is a trade association built on foundations of openness, inclusivity, and the power of shared knowledge. From coffee farmers to baristas and roasters, our membership spans the globe, encompassing every element of the coffee value chain. SCA acts as a unifying force within the specialty coffee industry and works to make coffee better by raising standards worldwide through a collaborative and progressive approach. Dedicated to building a fair, sustainable, and nurturing industry for all, SCA draws on years of insights and inspiration from the specialty coffee community. For more information, please visit sca.coffee.

About DXB LIVE

DXB LIVE is the experiential agency of Dubai World Trade Centre, we offer turn-key event solutions powered by a team of top industry experts. We are a full-service agency producing events and hosting amazing moments in the UAE and around the world. Our 360-degree approach covers original concepts, top-shelf strategic marketing, content creation, world-class design, and technical production by executing flawless deliveries. With an award-winning live communications team, we provide premium solutions to the MICE industry with key expertise in Professional Conference Organizing. PCO is a stand-alone service with a dedicated team that supports the clients from concept development to managing delegates beyond the conference. Exhibition Design & Build from shell scheme during trade shows to modular pavilions and bespoke cutting-edge production techniques. Event Production, Creative Technology & Content Creators who work hand-in-hand, leaving the strongest impact on the audience using the latest technology available in the simplest manner possible. Learn more at dxblive.com.

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About the SCA UAE Chapter

Formally established in January 2017, the SCA UAE Chapter is formed of volunteer leaders who represent the UAE's coffee community and support the mission and vision of the Specialty Coffee Association within the UAE. The SCA UAE Chapter hosts sanctioned National Coffee Championships that serve as a platform for qualified coffee professionals in the UAE to show their skills, educate, and earn the right to represent the UAE in the World Coffee Championships. The Chapter also promotes cutting-edge education, research, and raising the coffee standards in the UAE to the highest level possible across the entire coffee value chain. The SCA UAE Chapter's goal is that of bringing together the UAE coffee community and promote best practices and professionalism in an atmosphere that is inclusive and enjoyable for all involved. Follow the SCA UAE Chapter on Instagram at [instagram.com/scauae](https://www.instagram.com/scauae).

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