



FOR IMMEDIATE RELEASE

World of Coffee Trade Show Expands to Asia in 2024 featuring the 2024 World Barista Championship

SUNDAY, APRIL 23, 2023— Today, the Specialty Coffee Association (SCA) has announced World of Coffee Busan 2024, produced and delivered by licensed partner Exporum. World of Coffee Busan will take place at the Busan Exhibition & Convention Center (BEXCO) May 1-4, 2024, and will feature the 2024 World Barista Championship. This inaugural World of Coffee in Asia will run in addition to the SCA's annual World of Coffee trade shows in Dubai, scheduled for January 21 to 23, 2024, and Europe in June 2024.

World of Coffee Busan 2024 marks the first World of Coffee trade show on the Asian continent and is a testament to the strong growth of the specialty coffee industry in this region. South Korea, in particular, has long been recognized as a destination for specialty coffee craft, technology, retail, research, and culture. The city of Busan, the second-largest city and coffee trade hub of South Korea, a natural destination for a specialty coffee trade show.

Speaking about the expansion of World of Coffee into Asia in 2024, SCA CEO Yannis Apostolopoulos says: “We are delighted to bring World of Coffee, our leading coffee trade show, to Asia for the very first time. The coffee market in Asia has been booming for many years, and World of Coffee in Busan will be the platform at which coffee companies across Asia and around the world will be able to connect, network, and drive innovation in the specialty coffee space. We are proud to be working with our long-time partners at Exporum on this project, who as our official licensed partner, will produce and deliver a World of Coffee that is tailored to the unique coffee culture in the region.”

And speaking about the first World of Coffee trade show to be hosted in Asia, Exporum CEO Danny Shin says: “I'm excited to introduce Europe's representative coffee event in Asia for the first time. The Korean coffee market is spotlighted globally for its own creativity and dynamics, especially Busan, the gateway to Asia's coffee industry. We expect World of Coffee Asia to be a turning point for expanding connections in the Asian coffee market and the wider global coffee industry.”

Prospective exhibitors are encouraged to register their interest in booking a booth on the World of Coffee Busan show floor [by submitting their information via this link.](#)

Show Features: World Barista Championship 2024

The World Barista Championship (WBC) returns to Korea, after last being hosted at Café Show Seoul in 2017. The WBC focuses on promoting excellence in coffee and advancing the barista profession. Competitors each prepare four espressos, four milk drinks, and four original signature drinks to exacting standards in a 15-minute performance set to music. Certified Judges from around the world evaluate each performance on a range of technical and sensory attributes.

The top 15 highest-scoring competitors from the first round, plus the wild-card winner from the Team Competition, advance to a semi-final round. The top 6 competitors in the semi-final round advance to the finals round, from which one winner is named World Barista Champion.

The coveted World Barista Champion title can be a pathway to global coffee fame, with winners going on to run globally-renowned coffee businesses and ventures. Korea is one of the world's most dynamic and exciting

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coffee markets, and great excitement is sure to build with local coffee fans and professionals over the coming months, with thousands of international visitors in Busan to root for their favorite competitors and experience the wonders of Korean coffee culture. Busan is known for its vibrant coffee community and excellence having two World Coffee Champions out of the city; 2019 World Barista Champion Jooyeon Jeon, and 2022 World Cup Tasters Champion Heongwan Moon.

Join in person or on the live stream and learn more on wcc.coffee and worldbaristachampionship.org

To learn more and enquire about available sponsorship positions and booth availability, head to sca.coffee/sca-news/announcing-world-of-coffee-busan-2024

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Note to Editors

[Download WOC Busan Promotional Graphics](#)

About the Specialty Coffee Association

The SCA is a trade association built on foundations of openness, inclusivity, and the power of shared knowledge. The SCA's purpose is to foster global coffee communities to support activities to make coffee a more sustainable, equitable, and thriving activity for the whole value chain. From coffee farmers to baristas and roasters, our membership spans the globe, encompassing every element of the coffee value chain. The 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, the SCA draws on years of insights and inspiration from the specialty coffee community. Learn more at <https://sca.coffee/>.

About the World Barista Championship

The World Barista Championship (WBC) is the preeminent international coffee competition produced annually by [World Coffee Events](#) (WCE). The competition focuses on promoting excellence in coffee, advancing the barista profession, and engaging a worldwide audience with an annual championship event that serves as the culmination of local and regional events around the globe.

Each year, more than 50 champion competitors each prepare 4 espressos, 4 milk drinks, and 4 original signature drinks to exacting standards in a 15-minute performance set to music.

WCE Certified Judges from around the world evaluate each performance on the taste of beverages served, cleanliness, creativity, technical skill, and overall presentation. The ever-popular signature beverage allows baristas to stretch their imagination and the judges' palates to incorporate a wealth of coffee knowledge into an expression of their individual tastes and experiences.

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About Exporum

Exporum was founded in April 2003. The company's headquarter is located in Seoul, Korea. Exporum is MICE (Meeting, Convention, & Exhibition) expert company leading Korea's exhibition/convention industry.. The company established a branch in Shanghai and Ho Chi Minh City to launch an international business in 2010. Exporum proudly describes itself as a "Global Event Organizer", hosting more than 30 exhibitions every year in and out of Korea.

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