

MICE 2018

where passion

IS BUSINESS

22-24 March 2018

Melbourne Showgrounds

internationalcoffeeexpo.com

LARGEST SPECIALTY COFFEE EVENT IN ASIA-PACIFIC



Visitors from 41
countries



120 exhibitors
on display



9,646 people
attended



4.7% increase
on 2016



Are your customers café owners
and roasters? **58%** of attendees
at MICE2017 ticked the box.

Thinking about exhibiting but not sure if MICE is for you?

are you:



a roaster?



an equipment supplier?



a packaging/cups supplier?



a dairy/dairy-alternative supplier?



a café food supplier?



a green bean trader?



a café technology supplier?



a coffee grower?

Then MICE is definitely for you!

BEST THREE DAYS OF THE YEAR!



AUSTRALIAN
SPECIALTY
COFFEE
ASSOCIATION

ASCA Australian Coffee Championships:

Barista
Latte Art
Roasting
Brewers Cup
Cup Tasters

- **SCA accredited training**
- **MICE Cupping Room**
- **Roasters Alley**
- **Origin Alley**
- **MICE Product Innovation Award**
- **Barista Big Bash**



Your new favourite week of the year is back! Melbourne Coffee Week showcases absolutely everything coffee in the week leading into, and including MICE - all in support of our Charity Partner, CafeSmart.

STREETSMART

ACTION AGAINST HOMELESSNESS

INCREASE THE IMPACT OF YOUR ENGAGEMENT WITH MICE 2018

A comprehensive, integrated marketing and communications campaign.

Audience reach:





MICE 2018

BeanScene[®]
Magazine

the LONG &
SHORT OF IT presented by BeanScene

GlobalCoffeeReport
The intelligent industry resource

INDUSTRY NEWS
Food & Beverage
MANUFACTURING • BUSINESS • TECHNOLOGY • SOLUTIONS



INTERNATIONALCOFFEEEXPO.COM

FOR EXHIBITION ENQUIRIES PLEASE CONTACT US ON **03 9690 8766**
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