



1st ASEAN Coffee Industry Development Conference 2018

22-25 November 2018 (Thu-Sun)
CMECC, Chiang Mai, Thailand

www.aseancoffeeconference.com

Exhibitor Prospectus
“ASEAN Coffee Festival”

in
1st ASEAN Coffee Industry Development Conference
(ACID 2018)



Welcome Message

On behalf of the Conference's organizing committee, it is a great pleasure and honor for me to extend a warm welcome to you to the very first ASEAN Coffee Industry Development Conference (ACID) which will be convened in Chiang Mai Province, Thailand during 22 - 25 November 2018. The Conference will be jointly hosted by Ministry of Agriculture and Cooperatives, Department of Agriculture, Department of Agricultural Extension, Chiang Mai Province and Horticultural Science Society of Thailand (HSST).

This very first Conference of its kind is to be held under the theme of **Coffee Industry Sustainability in ASEAN** with the ultimate goal to promote sustainability in ASEAN's coffee industry which has been gaining more and more importance over time. ASEAN, itself, has been ranked among the world's top coffee producer and consumers. Vietnam and Indonesia were ranked second and fourth coffee producers in the world, respectively; whereas Singapore, Thailand, Malaysia and the Philippines are among the world's top 50 countries in coffee consumption.

Thailand, as the host country of this particular Conference, has been working on becoming one of the leading quality coffee producers and traders in ASEAN and eventually in Asia and the world. With Thailand supporting policy of "The Coffee Strategies of 2017 - 2021", the Conference will create a platform for further implementation in the near future not only in the domestic boundaries, but also in international stages. Moreover, the ACID is expected to raise stakeholders' awareness of the importance of upstream coffee farmers and fair trade.

The ACID Conference, will feature **Technical Program** including research presentation and **Business Forum** by well-known speakers, "**ASEAN Coffee Fest**" **Exhibition** showcasing related innovation and technologies in the coffee industry for entrepreneurs, sellers and buyers who are interested in exploring business opportunities and investing in innovative ideas for further development of the coffee industry and even connecting to their own business. In addition, **Barista Competition to win the H.R.H. Princess Sirindhorn's Cup** are the special events organized at the Conference to invite certified coffee professionals since one of the Conference's objectives is to promote the holistic industry from upstream to downstream sector. The Conference attendants can also join **Technical and Cultural Tour** organized right after the Conference to explore Chiang Mai where there are coffee development centers, factories and coffee shops. In the meantime, participants can immerse themselves in Chiang Mai's rich unique culture, traditional heritage, as well as many fascinating tourist attractions.

Conference attendants will have an opportunity to share knowledge and experience, as well as have space for an open dialogue or even a business discussion with other attendants from different sectors in the industry. Hence, ACID will enable the industry's stakeholders to promote new knowledge and innovation for further development, especially in the changing environment which affects coffee production, and to discuss and take the latest international trade and investment policies into consideration for sustainable business management and opportunities.

I believe all the activities provided and the Conference, itself, would make your visit to Chiang Mai, Thailand a worthwhile experience. I look forward to welcoming you to our milestone Conference of the coffee industry.

Mr. Ananta Dalodom, Ph.D.
Chairman
ASEAN Coffee Industry Development Conference (ACID)



1st ASEAN Coffee Industry Development Conference 2018

22-25 November 2018 (Thu-Sun)
CMECC, Chiang Mai, Thailand

www.aseancoffeeconference.com

Conference Information:

- Conference Name:** The 1st ASEAN Coffee Industry Development Conference 2018
- Main Theme:** Coffee Industry Sustainability in ASEAN
- Date:** 22 - 25 November 2018
- Conference:** 22 - 23 November 2018
Technical Tour: 24 November 2018
Exhibition: 22 - 25 November 2018
Barista Competition: 22 - 25 November 2018
- Venue:** Chiang Mai International Exhibition and Convention Centre (CMECC)
Chiang Mai, Thailand
- Hosted by:** Ministry of Agriculture and Cooperatives
Department of Agriculture
Department of Agricultural Extension
Chiang Mai Province
Horticultural Science Society of Thailand
- Co-hosted by:** Thai Coffee Association
Thailand Coffee & Tea Association
Thai Coffee Grower Association
Thai Coffee Farmers Foundation
ASEAN Coffee Federation
Barista Association of Thailand
- Organized by:** N.C.C. Management & Development Co., Ltd.
- Website:** www.aseancoffeeconference.com
- Facebook:** ACIDthailand
- Contact:** Secretariat Office
N.C.C. Management and Development Company Limited
Professional Conference Organizer Department
Queen Sirikit National Convention Center
60 New Ratchadapisek Road Klong Toey, Bangkok 10110
Thailand
Tel: +662 229 3336
Fax: +662 229 3346
Email: contact@aseancoffeeconference.com



About 1st ASEAN Coffee Industry Development Conference 2018

I. Background

The 1st ASEAN Coffee Industry Development Conference 2018 in Chiang Mai, Thailand, has been initiated aiming to develop cooperation in coffee production and processing between public and private sectors in ASEAN. It also provides a forum for promoting knowledge and innovations for coffee business development, exploring coffee business opportunities in ASEAN in the changing environment which affects coffee production, discussing the latest international trade & investment policies including related technologies from the upstream sector to the downstream sector, as well as creating a platform for promoting "The Coffee Strategies of 2017 - 2021" of Thailand for further understanding and cooperation from all local and international stakeholders.

II. Objectives

- A) To support the implementation of Thailand's "Coffee Strategies of 2017 - 2021" by
 - Promoting cooperation among ASEAN countries for the development of coffee production and processing technologies;
 - Promoting cooperation among organizations from public sector and private sector where academic institutes, entrepreneurs and farmers in ASEAN countries are included, to collectively analyze and develop the inclusive development plan for ASEAN coffee industry from the upstream sector to the downstream sector;
 - Promoting innovative and up-to-date knowledge to maximize the value and productivity of ASEAN coffee in sustainable and efficient ways;
 - Promoting the good image and quality of local coffee products with international standards.
- B) To create business opportunities for ASEAN coffee industries from the upstream sector to the downstream sector on the regional academic platform.

III. Theme

Coffee Industry Sustainability in ASEAN

IV. Participants

Approximately 3,000 participants consist of executives, practitioners, researchers, scientists from public and private sectors including academic institutes related to ASEAN coffee industry.

V. Conference Format

The conference will be held on 22 - 25 November 2018. The program will comprise different sessions as follows;

- A) Technical Program (2 days)
 - Plenary Session: Keynote Speech and ASEAN Dialogue
 - Executive Session
 - Research Presentation
- B) Exhibition: Government Exhibition and Trade Exhibition
- C) Coffee Competition: Brewer Cup Championship and Latte Art Championship
- D) Technical Tour



1st ASEAN Coffee Industry Development Conference 2018

22-25 November 2018 (Thu-Sun)
CMECC, Chiang Mai, Thailand

www.aseancoffeeconference.com

VI. Registration may be proceeded online through www.aseancoffeeconference.com

- For Delegate & Accompanying Person

Full Registration	Registration Fee
Early Bird (1 December 2017 - 15 November 2018)	THB 14,000
Onsite Registration (22 - 23 November 2018)	THB 15,500
Thai Delegate (1 December 2017 - 15 November 2018) <i>To register as Thai delegate, you must have a valid Thai Identification Number.</i>	THB 5,000
Thai Delegate (22 - 23 November 2018) <i>To register as Thai delegate, you must have a valid Thai Identification Number.</i>	THB 6,500

Only Conference	Registration Fee
Early Bird (1 December 2017 - 15 November 2018)	THB 10,500
Onsite Registration (22 - 23 November 2018)	THB 11,500
Thai Delegate (1 December 2017 - 15 November 2018) <i>To register as Thai delegate, you must have a valid Thai Identification Number.</i>	THB 3,000
Thai Delegate (22 - 23 November 2018) <i>To register as Thai delegate, you must have a valid Thai Identification Number.</i>	THB 4,500

Remark: The registration system will be closed during 16- 21 November 2018. The onsite registration rate will be applied for whom interested and applied onsite during 22 - 23 November 2018.



1st ASEAN Coffee Industry Development Conference 2018

22-25 November 2018 (Thu-Sun)
CMECC, Chiang Mai, Thailand

www.aseancoffeeconference.com

Exhibition (Raw Space / Shell Scheme)



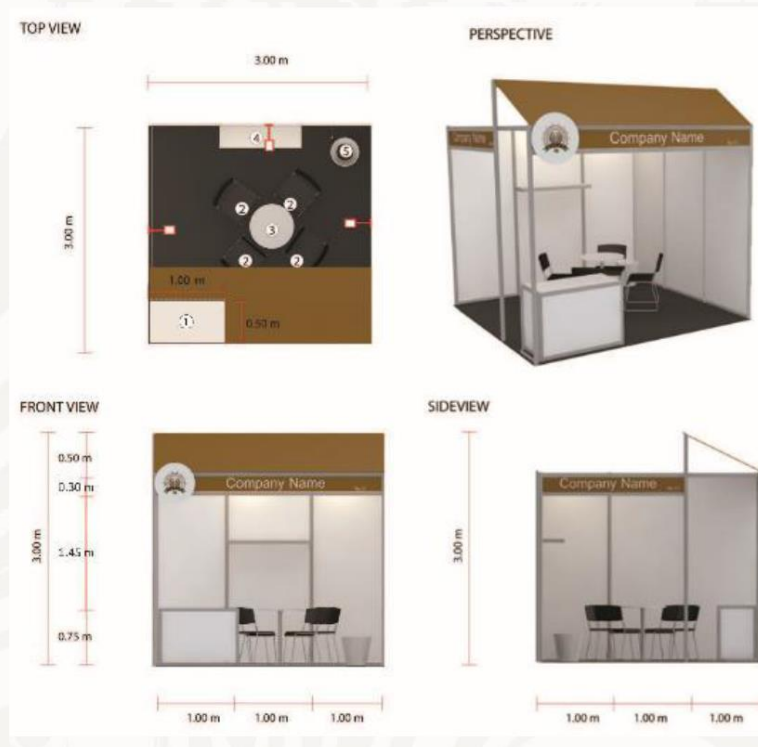
Raw Space (minimum 9 sq.m./ unit)	Fee for 1 unit	Fee for 2 units+
Early Bird: Before 30 April 2018	USD 165/ sq.m.	USD 135/ sq.m.
Regular: 1 May 2018 - 30 September 2018	USD 200/ sq.m.	USD 165/ sq.m.
Last Minute: 1 October 2018 - 15 November 2018	USD 235/ sq.m.	USD 200/ sq.m.



1st ASEAN Coffee Industry Development Conference 2018

22-25 November 2018 (Thu-Sun)
CMECC, Chiang Mai, Thailand

www.aseancoffeeconference.com



Shell Scheme/ Standard Booth (1booth : 9sq.m)	Fee for 1 booth	Fee for 2booths+
Early Bird: Before 30 April 2018	USD 225/ sq.m.	USD 185/ sq.m.
Standard: 1 May 2018 - 30 September 2018	USD 250/ sq.m	USD 225/ sq.m
Last Minute: 1 October 2018 - 15 November 2018	USD 285/ sq.m	USD 250/ sq.m

Remark: The registration system will be closed on 2 October 2018

For Exhibitor, the number of badges will be based on the size of the exhibitor's contracted space.

For Media, the registered media representatives will have access to all sessions including the exhibition and poster areas. To register as media representative, you must be at least 18 years old. There is no registration fee for media representatives; however, a valid media license need to be submitted first to the Secretariat for approval before media registration is confirmed. Since the allotted number for media is limited, the Local Organizing Committee reserves the right to decline applications.

For Visitor, free entry for an exhibition and competition area



1st ASEAN Coffee Industry Development Conference 2018

22-25 November 2018 (Thu-Sun)
CMECC, Chiang Mai, Thailand

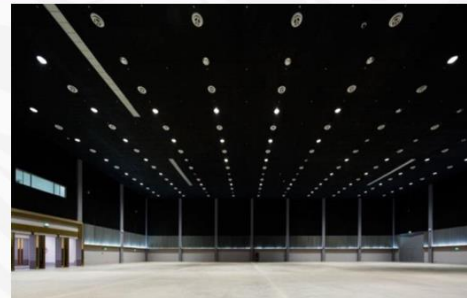
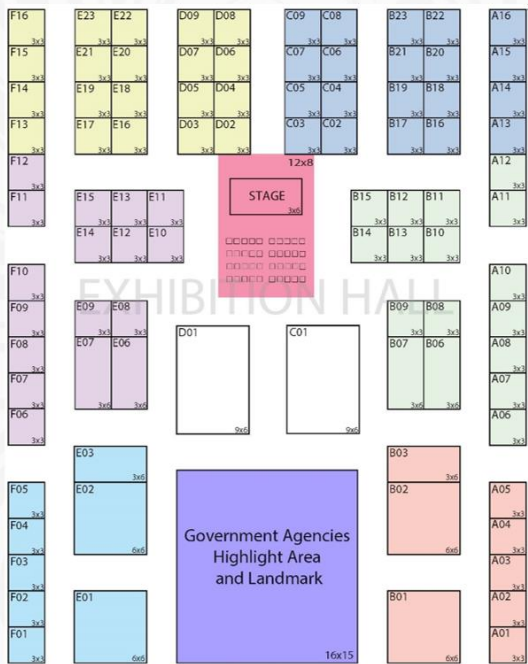
www.aseancoffeeconference.com

BOOTH PLAN



1st ASEAN Coffee Industry Development Conference 2018

☐ การแบ่งพื้นที่ของส่วนจัดบูธแสดงสินค้า



- MAIN STAGE AREA
- Government Agencies Highlight Area and Landmark
- ZONE 1 : COFFEE MACHINE and COFFEE GRINDER
- ZONE 2 : INSTANT COFFEE and CRÈME / DAIRY PRODUCTS
- ZONE 3 : AGRICULTURAL INDUSTRY
- ZONE 4 : COFFEE SHOP & FRANCHISE
- ZONE 5 : COFFEE MAKING and BREWING INSTUTE / COFFEE BUSINESS INSTITUTES
- ZONE 6 : COFFEE INNOVENTION PRODUCTS

The plan shows total 6 profiles of exhibitor involving in Coffee Industry, from upstream to downstream.



Exhibition Display Application

The company, named _____, are glad to display the exhibition in the event of ACID 2018 as the following selections,

Book a space (9sq.m.): not included carpet, flooring, partition wall, furniture, booth lighting

Book a systematic booth (9sq.m.): included carpet, flooring, partition wall, furniture, booth lighting and specific-level electricity

Payment Term:

1. The 1st deposit payment , at 50% of total amount, has to be done within 30 days after signing the application.
2. The remaining payment, at 50% of total amount, has to be done within 15 October 2018.

By signing this document, we confirm our participation in exhibition display of both goods and or services as the above selection.

Agreed and Authorized by : _____

Position : _____

Organization/Company : _____

Date : _____



1st ASEAN Coffee Industry Development Conference 2018

22-25 November 2018 (Thu-Sun)
CMECC, Chiang Mai, Thailand

www.aseancoffeeconference.com

Please fill in the below form about your coordinator who the committee can contact back

Name-Surname:	
Position:	
Organization/Corporate:	
Address:	
Telephone No.:	
Fax No.:	
Email Address:	
Profile of your organization:	
Products/ Services:	

Please kindly send back the information via email or fax (+66 2 229 3346) or post (address below). For more information, please contact...

Sales Team for ASEAN Coffee Festival Exhibition :

Mr. Akachai Ponsomboon Telephone Number : +662 229 3350

Ms. Chanprapa Kartosod Telephone Number : +662 229 3336

PCO coordinator for ACID 2018 conference:

Ms. Tidarad Chaibubpha Telephone Number : +662 229 3338

N.C.C. Management and Development Company Limited

60 Queen Sirikit National Convention Center,
New Ratchadapisek Road, Klongtoey, Bangkok 10110