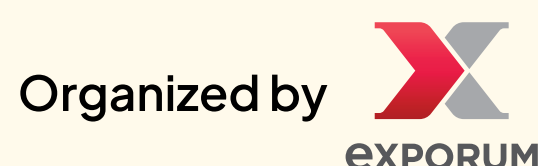


WORLD OF COFFEE JAKARTA MAY 15–17 2025



WORLD
BREWERS CUP™

SHOW GUIDE



Home



Overview



Show Feature



Floor Plan

OVERVIEW

Title	World of Coffee Jakarta 2025
Period	May 15 – 17, 2025
Opening Hours	10AM – 6PM (Last call for entrance : 5:30PM) Last day 10AM – 5PM (Last call for entrance : 4:30 PM)
Venue	JICC(Jakarta International Convention Center), Jakarta, Indonesia
Owned by	
Organized by	
Hosted by	
Sponsored by	Platinum Sponsor 
	Diamond Sponsor 
	Gold Sponsor   
	Silver Sponsor   
	Bronze Sponsor 
Concurrent Event	

SCHEDULE OVERVIEW

EVENT	MAY 15	MAY 16	MAY 17	LOCATION
	World of Coffee Jakarta Exhibition		Main Lobby, Plenary Hall, Cendrawasih Hall, Assembly Hall	
	Roaster Village		Cendrawasih Hall	
	Producer Village		Assembly Hall	
	SCA Community Lounge		Main Lobby SCA Community Lounge (L318)	
	Cupping Rooms		Assembly Hall Cupping Rooms (AS225)	
	SCA Lecture Series		Lower Lobby Merak Room 3	
	World Brewers Cup 2025		Plenary Hall WBrC Stage (PL400)	
	Brew Bars		Plenary Hall Brew Bars (PL401)	

The schedule is subject to change depending on the circumstances.

SHOW FEATURE

ROASTER
VILLAGE

PRODUCER
VILLAGE



CUPPING ROOMS



BREW BARS

SCA COMMUNITY LOUNGE

WORLD OF COFFEE JAKARTA 2025

In the exhibition hall, 400+ leading brands will showcase the latest innovations in the coffee industry. This event serves as a platform for global coffee professionals and industry experts to discover Asian market trends and explore business expansion opportunities in the region.



ROASTER VILLAGE

The Roaster Village offers attendees a firsthand look at cutting-edge trends in coffee sourcing, handling, roasting, brewing, and distribution along with plenty of coffee tasting opportunities.

Date | May 15(Thu) – May 17(Sat), 3days
Location | Cendrawasih Hall Roaster Village

ROASTER VILLAGE



PRODUCER VILLAGE

Discover the journey of coffee from farm to cup and the sustainable practices shaping its future, while forging meaningful connections with the producers themselves.

Date | May 15(Thu) – May 17(Sat), 3days
Location | Assembly Hall Producer Village

PRODUCER VILLAGE



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WORLD BREWERS CUP

The World Brewers Cup is a prestigious international competition that highlights the art and craftsmanship of manual filter coffee brewing. Witness the history in the making as the 2025 World Brewers Cup Champion is crowned!



Date | May 15(Thu) – May 17(Sat), 3days
Location | Plenary Hall WBrC Stage(PL400)



Date	Start Time	End Time	Action/Activity
May 15	9:00 AM	18:00 PM	WBrC Competitor Open Service Day 1
May 16	10:00 AM	15:30 PM	WBrC Competitor Open Service Day 2
	16:45 PM	18:00 PM	Finals Announcement
May 17	9:50 AM	15:10 PM	WBrC Finals – Open Service Stage
	10:00 AM	14:15 PM	WBrC Finals – Compulsory Service Stage
	16:00 PM	17:00 PM	WBrC Awards



Kittanai “Bomboldman”
Kongtanarak, Thailand



Alireza, Turkey



Gökhan Selamet, Turkey



Liza Skrypnyk, Ukraine



Justin Bull, United States



Manuel Pinnola,
Venezuela



Allen Chen, Taiwan



Suki Ma, Switzerland



Lakis Psomas, Sweden



Sungduk Kim,
South Korea



Elysia Tan, Singapore



Naser Mohammed,
Saudi Arabia



Eduard Inocencio, Qatar



Luiz Eduardo Lahutte
Motta, Portugal



Lui Selorio, Philippines



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Floor Plan



Rebeca Mujica, Peru



Milo Gil, Netherlands



Wei Liang, Malaysia



Andrea Batacchi, Italy



Bayu Prawiro, Indonesia



Eric So, Hong Kong



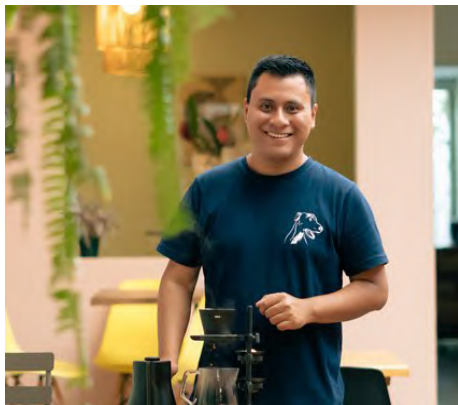
Raul Rodas, Guatemala



George Papantoniou, Greece



June Simon, Germany



Jonatan Mendoza, El Salvador



Taha youssef, Egypt



Martin Guayasamin, Ecuador



Barbora Mařáková, Czech Republic



Carlos Escobar, Colombia



George, Jinyang, Peng, China

CUPPING ROOMS

Dive into the heart of flavor at the World of Coffee’s Cupping Rooms. This unique tasting area is designed for enthusiasts and professionals eager to sample the latest crops and varieties.

Date | May 15(Thu) – May 17(Sat), 3days

Location | Assembly Hall Cupping Rooms(AS225)

Public Private

Date / Time	MAY 15 (Thu)	MAY 16 (Fri)	MAY 17 (Sat)
10:00 – 12:00		 Aquamarine Minerals 蓝晶微量元素科技	
13:00 – 15:00			
15:30 – 17:30 (Last Day : Ends at 5PM)			



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Floor Plan

SCA LECTURE SERIES

At the SCA Lecture Series, coffee experts conduct inspirational talks to set goals and motivate attendees to expand their coffee knowledge. Free to attend with a Entrance badge on a first-come, first-served basis.

Date | May 15(Thu) – May 16(Fri), 2days

Location | JICC Lower Lobby Merak Room 3

SCA LECTURE SERIES DAY 1 SCHEDULE	
Session 1 11:00–12:00	Introduction to the SCA Coffee Value Assessment Pamela Chng CEO & Co-Founder of Bettr Academy
Session 2 12:00 – 13:00	CVA in SCA Education & Competition Stephen Morrissey Chief Commercial Officer of Specialty Coffee Association
Session 3 13:00–14:00	Why CVA for Coffee Trainers Adi W. Taroepratjeka Director of 5758 Coffee La
Session 4 14:00–15:00	Brewing Knowledge: Research, Engagement, and Learning at the SCA and the Coffee Science Foundation Laurel Carmichael Publications Manager of Specialty Coffee Association
Session 5 15:00–16:00	Bridging the Gap: Achieving Living–Prosperous Income and Equitable Value Distribution Across Coffee Industry in Indonesia Nonie Kaban Board Member of SCOPI, Head of Program Rikolto Indonesia Christina ARCHER Strategic Adviser for Livelihoods, Sustainable Food Lab – Task Force Work Stream
Session 6 16:00–17:00	Promoting Sustainable Consumption and Production in Coffee Irvan Helmi Chairman of the SCOPI Executive Board, Co-Founder of Anomali Coffee Nina Rossiana Corporate Engagement and Partnership Manager at Rainforest Alliance, SCOPI Member Andanu Prasetyo Founder of Toko Kopi Tuku, SCOPI Member



SCA LECTURE SERIES

At the SCA Lecture Series, coffee experts conduct inspirational talks to set goals and motivate attendees to expand their coffee knowledge. Free to attend with a Entrance badge on a first-come, first-served basis.

Date | May 15(Thu) – May 16(Fri), 2days

Location | JICC Lower Lobby Merak Room 3

SCA LECTURE SERIES DAY 2 SCHEDULE

Session 1 10:30–11:20	Fostering Resilient Coffee Commodities through Data and Technology Driven in Indonesia Dini Astika Head of ICCRI , Executive Vice President & Molecular Biology Researcher
Session 2 11:20 – 12:10	Roasting is Fun Steve Ganiputra Hidayat Chairman of PaPIKI (Perkumpulan Professional Inovator Kopi Indonesia)
Session 3 13:00–13:50	Are We Ready? When Coffee Couture Demands Sustainability, Who Pays the Price? Veronica Saka Dala Co-Founder & Director of Saka Dala
Session 4 13:50–14:40	Our Commitment to Secure the Future of Coffee for All, from Farmers to Consumers Roberto Alonso Vega Alfaro Vice President of Global Agronomy R&D Sustainability at Starbucks
Session 5 14:40–15:30	Implementing Microbial Starters in Coffee Production in Indonesia Mikael Jasin Champion of WBC 2024 & CEO of Catur Coffee Intan Taufik Researcher at the School of Life Sciences & Technology, Institut Teknologi Bandung
Session 6 15:30–16:20	Farmer Business School & Regenerative Agriculture Danny Ferry Juddin Senior Advisor of GIZ
Session 7 16:20–17:10	Back to our Roots Eko Purnomo Widi Co-Founder of Klasik Beans Cooperative



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Floor Plan

BREW BARS

At the World Brewers Cup, national champion baristas operated the Brew Bars, where attendees could sample specialty coffees from around the world.

Date | May 15(Thu) – May 17(Sat), 3days

Location | Plenary Hall Brew Bars(PL401)



SCA COMMUNITY LOUNGE

The SCA Community Lounge introduces the activities of the Specialty Coffee Association and serves as a space for free communication and networking through specialty coffee. It also provided participants with a space for global coffee networking.

Date | May 15(Thu) – May 17(Sat), 3days

Location | Main Lobby SCA Lounge(L318)



The first World of Coffee in a coffee producing country

**BE PART OF THE HISTORIC
OPENING CEREMONY!**

MAY 15, 2025 9:30 | MAIN ENTRANCE, JICC



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Floor Plan



WORLD OF COFFEE JAKARTA

MAY 15–17 2025

PLENARY HALL

- EXHIBIT HALL
- WORLD BREWERS CUP
- BREW BARS

CENDRAWASIH HALL

- EXHIBIT HALL
- ROASTER VILLAGE

MAIN LOBBY

- EXHIBIT HALL
- SCA COMMUNITY LOUNGE
- EXHIBITOR RE-SIGN
- VOLUNTEER LOUNGE

ASSEMBLY HALL

- EXHIBIT HALL
- PRODUCER VILLAGE
- CUPPING ROOMS



LOWER LOBBY

- SCA LECTURE SERIES



EXHIBITOR LIST



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Floor Plan

PLENARY HALL

PL400



World Coffee Championships

PL401
Brew Bars

PL321
Timemore

PL319
Brewist / Bonavita

PL320
Femobook Co., Ltd

PL315
THE STARBUCKS COFFEE COMPANY

PL313
YEARN TOUR

PL307
32^E
32do Bali

PL301
32^E
32do Bali

PL217
CATUR Coffee Company

PL211
Omakafé

PL209
STALI

PL205
Stronghold Robotics, Inc.

PL207
Common Grounds

PL301
32^E
32do Bali

PL105
SLAYER

PL101
HARIO

Exhibitor Re-Sign

L519
SICHUAN INTELLIGENT EQUIPMENT CO., LTD

L517
SCOP1- Rainforest Alliance

L101
IDEAS OCEAN CO., LTD.

L102
Simatam Specialty Coffee

L515
PT DELIFRU UTAMA INDONESIA

L513
Pipitlin Cocoa

L422
Cek Mesin Kopi

L423
ESPERTO INDONESIA

L428
Herd Coffee Roaster

L419
WOC Lounge

L320
Volunteer Lounge

L319
WOC Jakarta Store

L220
Excelso

L227
Spill the Beans x Kismo x Wheels

L225
ZUS COFFEE

L230
Scuro

L103
Suji Premium Handcrafted

L105
zeroHero

L511
Anomali Coffee

L501
SANTOKER

L502
Bergam Rasa Indonesia

L418
Iohas beans SEA

L417
SMILIAN

L415
DRIPP

L401
Loveramics

L318
SCA Community Lounge

L209
Coffee Quality Institute

L215
Daewon GSI

L216
Cropster

L217
Coffee Beyond Borders

L118
DELTA COFFEE ROASTERY

L117
DIFluid

L107
DaVinci Gourmet

L111
GRAINPRO

INFO

L410
PT TRIJAYA AGRO LESTARI

L409
Makmur Jaya Coffee Roaster

L407
ORION COFFEE GROUP

L504
Ultra Coffee

L404
RO3ST COFFEE

L405
Fore Coffee

L317
ROEMAH KOFFIE

L313
Diamond

L315
IZpresso

L204
AkiSense

L203
WoCA Indonesia

L201
VARION COFFEE

L205
JJ Royal Coffee

L116
MAVO COFFEE

L115
MTPAK COFFEE

L114
Outh

L112
Bursa Kopi

L113
MenaOne Coffee

INFO

VIP Lounge

Registration Desk



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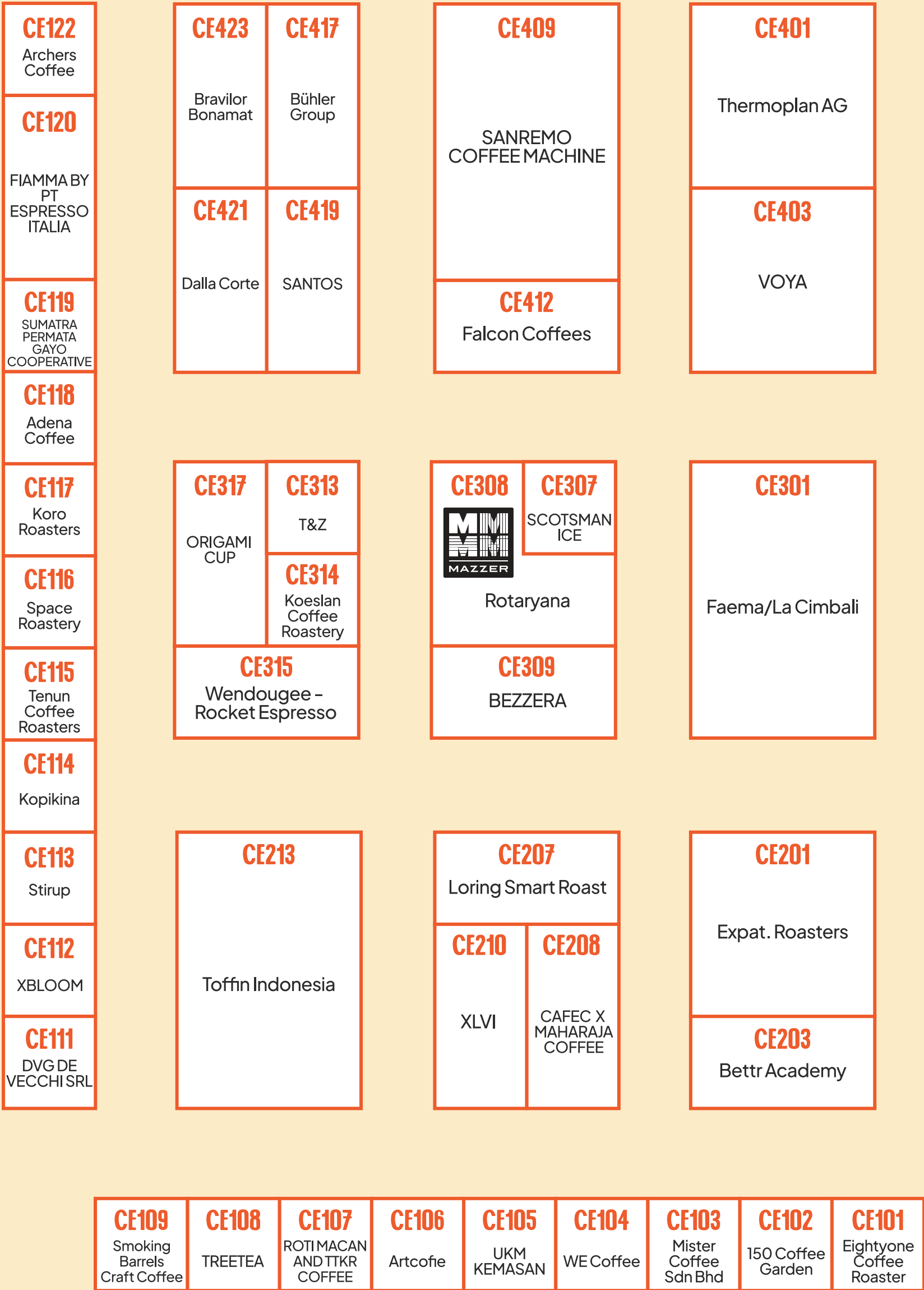
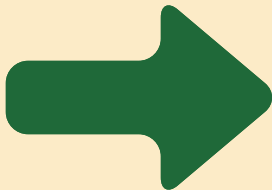
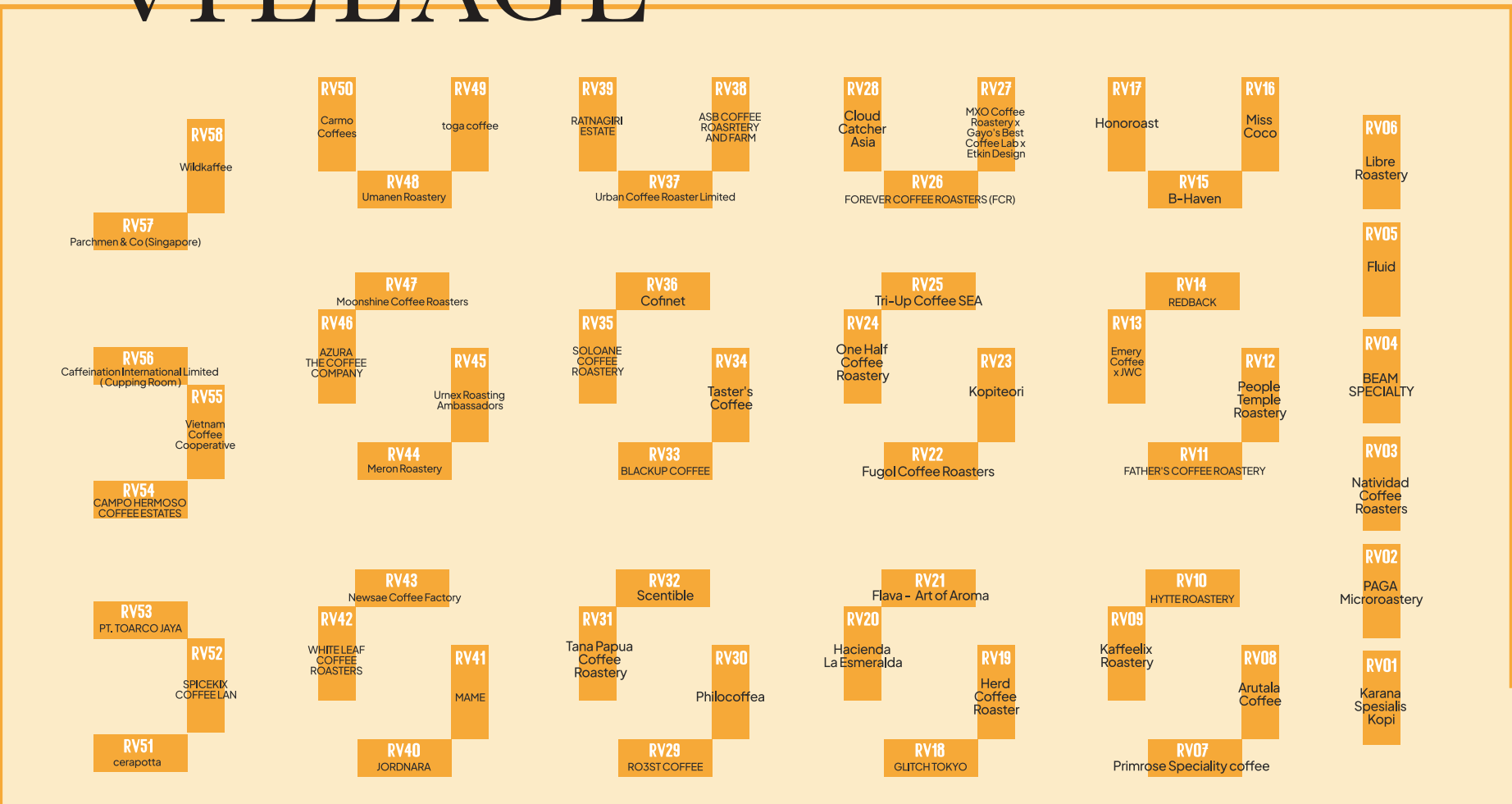
Show Feature



Floor Plan

CENDRAWASIH HALL

ROASTER VILLAGE



Press Room

ASSEMBLY HALL

PRODUCER VILLAGE

AS112
Tokopedia
TikTok

AS111
Mercanta
The Coffee
Hunters

AS110
PT. Vastav

AS108

Buana
Ciremai
Coffee

AS107
Kurasi
Beans
Indonesia

AS104

Coffee
Partner
International
/Black Gold
Specialty
Coffee

Exhibitor
Service
Center

AS103
LADETINA

AS102
PT.
FOODTECO

AS101
Kelachandra
Coffee

AS519 Opal Coffee	AS523 YPAK--- DIGITAL PRINT COFFEE POUCHES AS524 STIR	AS525 TOFICO / PT. Sarana Inti Indotama
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AS501 SQUEAKY	AS505 DEGAYO COFFEE GROUP	AS507 NOD
AS502 PROBAT	AS506 Central Sumatera Coffee	AS508 IMF Roasters

AS419

Tanamera Coffee

AS401 BLUPURA SRL	AS405 TOKO KOPI TUKU	
	AS406 Panda Bear Express	AS408 PANAMA GEISHA

AS319

Otten Coffee

AS301 Marco Beverage Systems synesso	AS303 Aquacode & Freshcode AS304 SKA "Indonesia's Coffee Hub"	AS307 CAFÉ DE COLOMBIA
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AS201 Tuang Coffee	AS208 HAVELTEA
AS202 Tonchant Packaging	AS207 PYROAST

AS209 SIANHUTA	AS216 JYN COFFEE
AS210 Opaper App	AS215 BUNNIXENIA & THEEBUNNA

AS203

WOC Lounge

AS211 THE ROASTERS CLUB	AS213 2ND MILE SPECIALTY COFFEE
AS212 BERTO COFFEE ROASTER	

AS529 TOFICO / PT. Sarana Inti Indotama	AS531 Homemade INDONESIA Beans App AS532 Dippers	AS533 Pantja Artha Niaga AS534 SERASAN COFFEE COMMUNITY
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AS511 COART	AS515 PRATTER - COFEA	AS517 CERA+
AS512 Kopi Fabriek	AS516 ROOTED	

AS429 GIFFARD	AS433 Olam Food Ingredients
AS430 FOOSUNG CORPORATION	AS434 Jack runners roastery

AS411 MILBOK	AS415 Niko Neko Matcha
AS412 Coffeeenatics	AS416 Korté Chocolate

AS329 FUGLEN JAKARTA	AS333 Masterko
AS332 Ellenka Professional	

AS311 Indokom Coffee	AS315 Detech Coffee	AS317 Zhejiang Donser Holding Co., Ltd.	
AS312 Specialty Coffee Depot X Filipino Coffee Institute	AS314 Boomtle / Hanter Technology	AS316 PostCoffee	AS318 MASTERISTA INDONESIA

AS217 MEGAZE COFFEE	AS219 MINOS	AS221 Wesort	AS223 KOPITEKNIKA
AS218 MAXX COFFEE	AS220 GIZ GmbH	AS222 ROAST-MASTER & Gukeng Farmers' Association	AS224 Royal Pacific Harvest

AS225

Cupping
Rooms

AS114
MCKINNON
INDIA PRIVATE
LIMITED

AS115
Rainforest
Alliance

AS116
Asosiasaun
Cafe Timor

AS117
RUBASSE

AS118
Aillio

AS119
Delta
Technology
Corporation

AS120
TRACON
TRADING
PLC

AS121

The Coffee
Folks
Indonesia

AS123

Pinhalense

AS125
Fuso Int.
Nasa Co.
Japan

AS126

Milklife

AS129

VNT
Indonesia
(Vina Nha
Trang)

AS131
The
Chronicle

AS132
Terve
Chocolate

AS133
BAKED.

AS134
Cafe Show

AS135
Cyanpak



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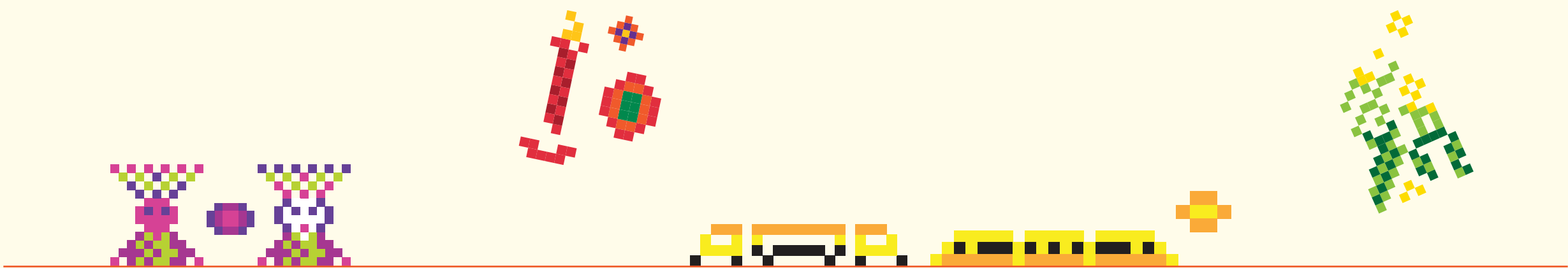
Floor Plan

WORLD OF COFFEE ASIA

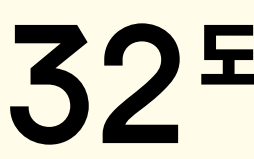
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