

W WORLD OF COFFEE
DUBAI
JANUARY 26-28, 2027

THE MENA'S LARGEST SPECIALTY COFFEE PLATFORM

JANUARY
26—28
2027



Za'abeel Halls 4, 5 & 6,
Dubai World Trade Centre

Organized by



SCALE YOUR BRAND AND BUSINESS AT THE REGION'S TOP SPECIALTY COFFEE EVENT

6

**Years of
coffee
community
building**

3

**Days of
impact**

1

**Unrivaed
specialty
coffee market**

World of Coffee Dubai, the MENA region's leading specialty coffee trade show, returns for its sixth edition from January 26–28, 2027 at the Dubai World Trade Centre.

Serving as a strategic gateway to the MENA coffee market, one of the world's fastest-growing markets, World of Coffee Dubai offers unparalleled opportunities to showcase products, connect with high-volume buyers, and engage with a dynamic and innovative coffee community through trade, education, and innovation.



THE DUBAI ADVANTAGE

Global Connectivity

Dubai is one of the world's most connected cities, simplifying travel for international buyers and suppliers.

State-of-the-Art MICE Infrastructure

The city offers world-class venues, advanced technology, and countless hospitality options, making it the perfect destination for global business events and business travelers.

Pro-Business Policy

Companies based here enjoy a stable regulatory environment backed by strong government support and business-friendly policies.

Tier-One Logistics

The emirate offers leading transport and customs infrastructure built for efficient, global commerce.

Coffee Hub

Leveraging DMCC's state-of-the-art ecosystem, Dubai has become the primary hub for re-exporting coffee across the MENA region. Traders gain direct access to a region where coffee is a high-growth commodity deeply embedded in the local culture.

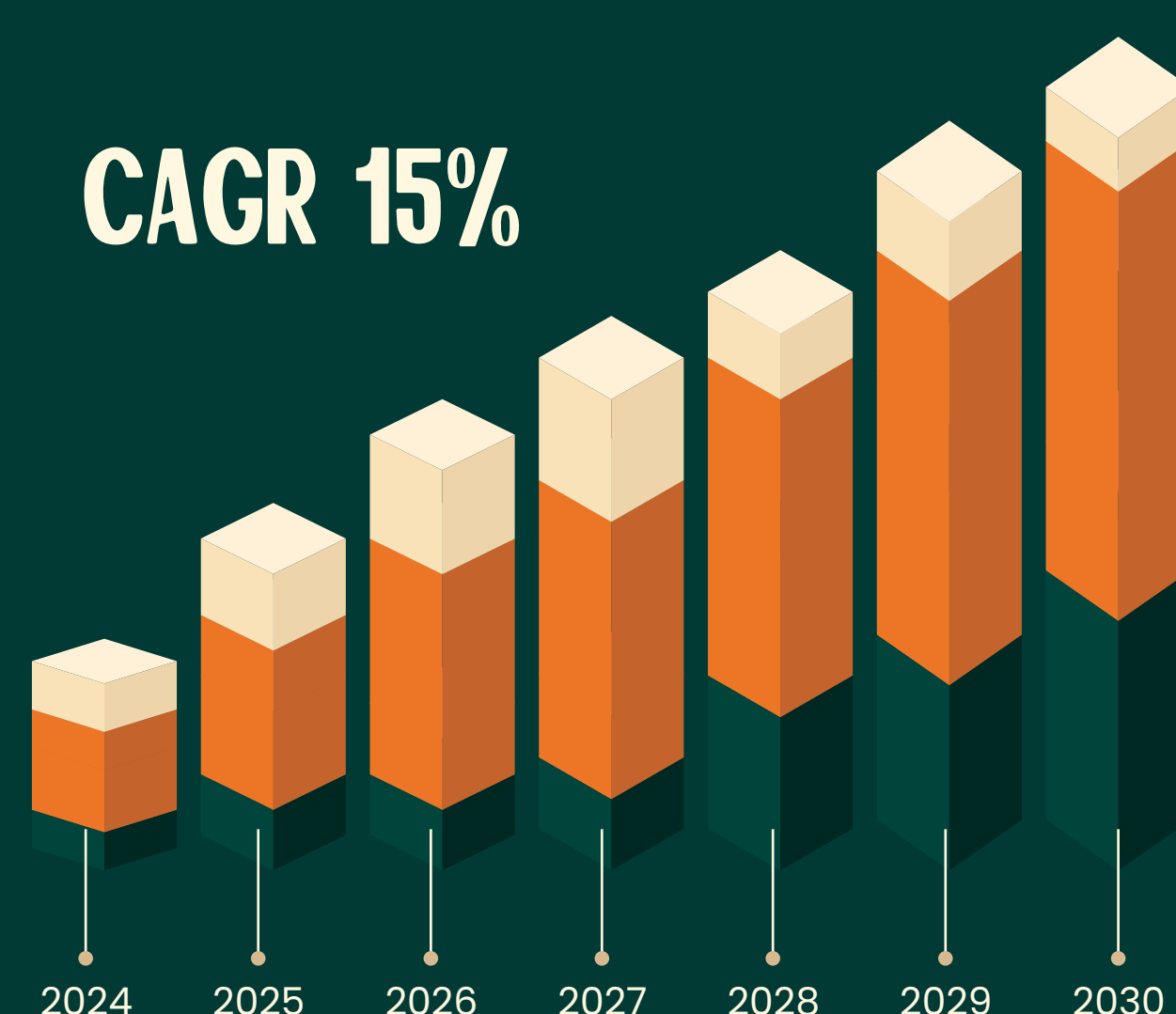
Secure Business Environment

Dubai offers a strong, global trade ecosystem plus a safe, transparent, and reliable climate for high-stakes business investments.

**THE MENA SPECIALTY
COFFEE MARKET IS VALUED
AT APPROXIMATELY USD 1.2
BILLION AS OF
EARLY 2026**

Over 60% of the MENA population is under age 35, a group that views specialty coffee as a lifestyle and cultural statement

CAGR 15%



The region reached 11,163 coffee outlets in 2024 (an 11.2% year-on-year increase) and is projected to reach 16,460 stores by 2029

Combined, all of these benefits reinforce Dubai as a **natural meeting point for global coffee producers, brands, and buyers.**

UNLOCK NEW BRAND AND BUSINESS OPPORTUNITIES AT WORLD OF COFFEE DUBAI

WOC DUBAI AS A BRAND PLATFORM

Launch Products to a Global Audience

Utilize a high-profile stage to debut your latest products and innovations.

Increase Brand Visibility in a Global Coffee Hub

Gain massive exposure in Dubai – the gateway between East and West.

Gain Market Insights

Stay ahead of the curve with direct access to regional trends and competitor benchmarks.

Showcase Your Brand to the Industry

Establish your presence among the world's elite coffee brands.

Benefit from a Powerful Marketing Platform

Leverage the event's reach to amplify your message beyond the booth.

Network with the Global Coffee Community

Build your reputation and "social capital" within the inner circle of the industry.

WOC DUBAI AS A BUSINESS PIPELINE

Access the Fast-Growing MENA Market

Enter a region with high-value potential and surging coffee consumption.

Connect Directly with Roasters & Distributors

Bypass the middlemen and build your regional supply chain.

Expand into the MENA Market

Use the event as a low-risk, high-reward entry point for geographical growth.

Connect with Highly-Qualified Buyers

Meet decision-makers who have the intent and budget to sign deals.

Generate New Business Opportunities

Fill your CRM with high-intent leads gathered over three days.

Explore B2B Networking Opportunities

Turn casual conversations into formal contracts through dedicated business matchmaking.

WHAT TO EXPECT AT WOC DUBAI 2027



**SCA UAE NATIONAL
CHAMPIONSHIPS**



**SCA TRAINING
& WORKSHOPS**



**DUBAI COFFEE
AUCTION**



**SCA COMMUNITY
LOUNGE**



**UNFILTERED
STAGE**



**ROASTER
VILLAGE**



**BREW
BAR**



**PRODUCER
VILLAGE**



**CUPPING
ROOM**



**COFFEE
DESIGN AWARD**



**BEST
NEW PRODUCT**

WHO SHOULD EXHIBIT IN 2027

Green Coffee Producer
Green Coffee Importer + Exporter
Coffee Roasters + Roasted Bean Suppliers

Coffee Distributors
Espresso Machines
Grinders
Packaging Solutions
Café Art and Furniture

Coffee Equipment Manufacturers
Coffee Brewing Equipment
Coffee Packaging Equipment

Cafés + Coffee Shops
Coffee Accessories
Flavours + Syrups + Sauces + Powders
Association + Government + NGO

Equipment Distributor+Reseller
Shipping Companies
Dairy + Alternate Milk Suppliers
Water Filtration + Treatment Bottled Water Suppliers

Industry Trade Publications
Technology + Software
Roasting Equipment
Logistics Companies

WHO WILL VISIT IN 2027

Coffee Shops
Coffee Technology
Machinery, Equipment, Packaging Accessories
Confectionery + Bakery
Licensing + Government Authority

Green Bean, Farmers, Processing
Hospitality, Restaurants, Catering
Cafe Decor, Art + Furniture
Shipping Companies
Roasters

Coffee Enthusiasts + Baristas
Dairy, Syrups, Alternate Milk
Manufactures + Suppliers
Water Filtration Systems + Bottled Water Suppliers



TAILORED MARKETING THAT MAXIMIZES YOUR VISIBILITY

Here's how we bring the world – the most-qualified trade buyers, distributors, roasters, and coffee professionals – to the World of Coffee Dubai.



**Paid
Media**



**Influencer
Marketing**



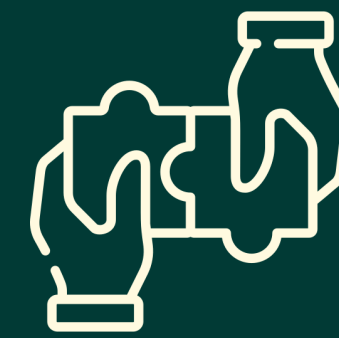
**Industry-Led
Features &
Competitions**



**Exhibitor
Directory**



**Social Media
Promotion**



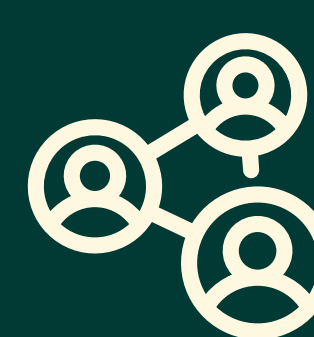
**Strategic
Partnerships**



**Global PR &
Media
Exposure**



**Targeted
Industry
Outreach**



**Networking
and Dedicated
Events**



**Event
Website
Listing**



**Email
Marketing**

ABOUT THE ORGANIZERS



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.



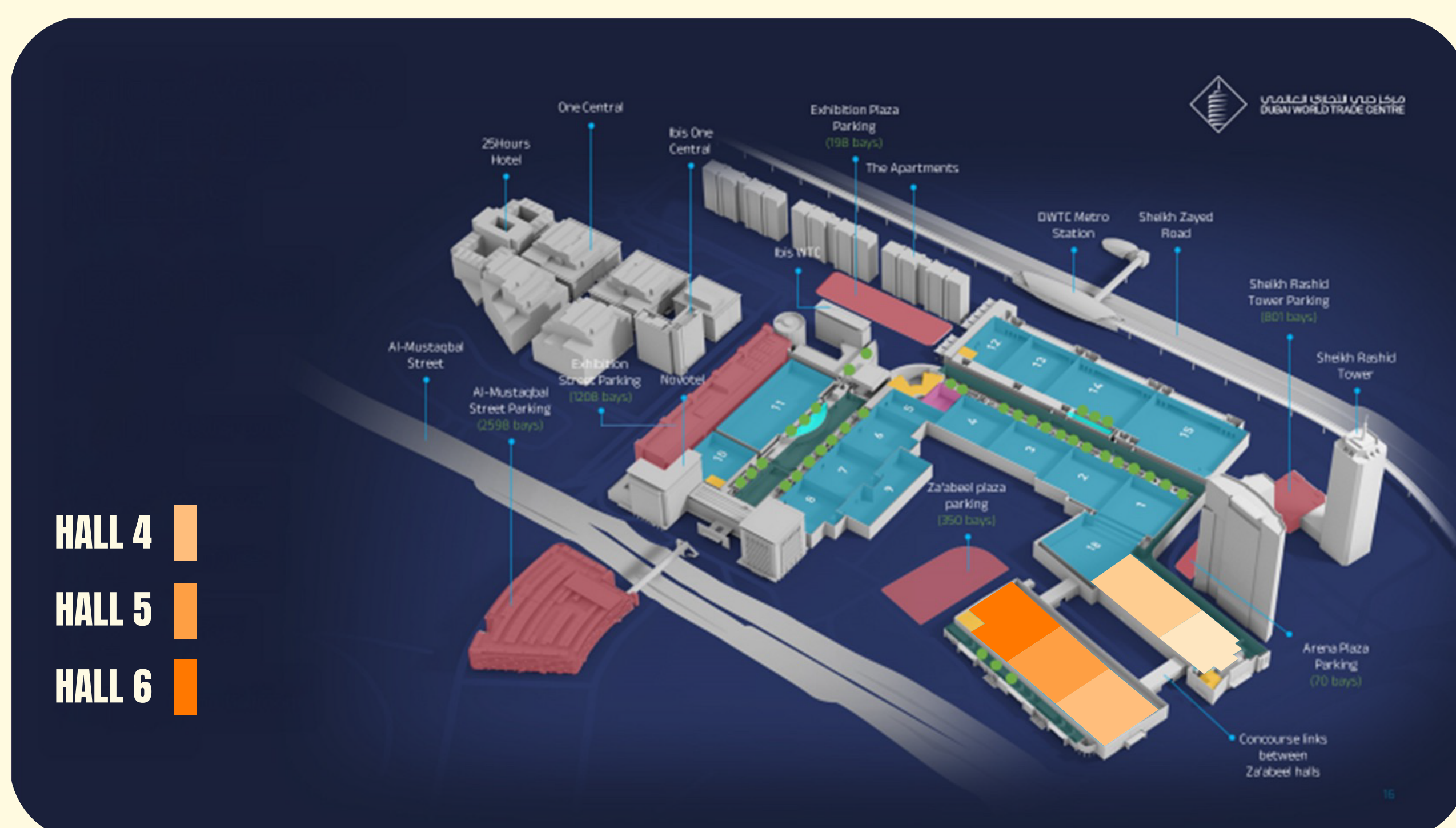
DXB LIVE is a leading event solutions provider based in Dubai, renowned for delivering end-to-end services that transform ideas into immersive experiences. Specialized in creating dynamic exhibition environments and providing comprehensive contracting services, DXB LIVE ensures seamless integration from concept to completion. As a trusted partner for international associations and industry leaders, DXB LIVE has successfully delivered services for over 100 major events annually.

DUBAI WORLD TRADE CENTRE

120,000 SQM

- 21 halls
- 14 meeting rooms
- 4 VIP majlises
- 4 conferences
- 2 lounges
- 1 grand ballroom

HALL 4
HALL 5
HALL 6



GLOBAL ACCESS

Just **15 minutes** from **Dubai International Airport (DXB)**, connecting you to **240+** global cities.

CENTRAL CONVENIENCE

Situated within **Dubai's financial corridor** with a dedicated **on-site metro station** for seamless visitor flow.

TOP INFRASTRUCTURE

A **world-class** venue designed specifically for **international scale, rapid logistics**, and **high-volume** networking.

WORLD OF COFFEE DUBAI

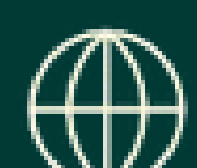
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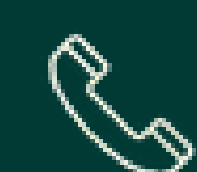


Organized by



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Scan to book your space

