

A close-up photograph of a coffee branch with green and ripening red cherries, some with water droplets, serving as the background for the text.

SIC

SEMANA
INTERNACIONAL
DO CAFÉ

november 20th to 22nd
Expominas – Belo Horizonte,
Minas Gerais (MG)

2024

Brazil International Coffee Week

The Brazil International Coffee Week (ICW) is a gathering of all players in the coffee value chain, from producers to passionate coffee consumers. The event takes place in Belo Horizonte, capital of the largest coffee producing state in Brazil, and it offers countless activities to different professional profiles: B2B, consumer market or education.



CONNECTION + KNOWLEDGE + BUSINESS

#YOUR COFFEE JOURNEY BEGINS HERE

The event showcases the best coffees from all producing regions in Brazil, coming in different varieties and exquisite flavors, always from the new crop.

Traders, roasters and decision-makers will have the chance to cup and buy fresh beans from different origins in Brazil, including the “Coffee of the Year” award winners.



WHO GOES TO THE EXPO?


PRODUCERS • ROASTERS • GRADERS • EXPORTERS
NATIONAL AND INTERNATIONAL BUYERS • COFFEE SHOP OWNERS
FOOD-SERVICE/HORECA BUYERS • BARISTAS
PROFESSIONALS FROM THE ENTIRE SECTOR




SIC TIME LINE

2013


 12k visitantes


 R\$ 24 milhões em negócios

 50 anos da Organização Internacional do Café (OIC)

2015


 13k visitantes


 R\$ 25 milhões em negócios


 Re:Verb, simpósio pioneiro de cafés especiais da World Coffee Events (WCE)

2017

 17k visitantes


 R\$ 35 milhões em negócios


 Primeira mulher a vencer o concurso COY


 + 100 compradores internacionais

2019

 23k visitantes

 R\$ 50 milhões em negócios


 1ª edição do Pátio do Produtor


 Consolida-se como um dos 5 maiores eventos de café do mundo!

2021

 10k visitantes


 6k visitantes na plataforma digital

 R\$ 20 milhões em negócios


 +400 amostras recebidas no COY


2023

 21k visitantes

 +180 marcas expositoras


 25 eventos simultâneos


 R\$ 55 milhões em negócios

 +500 amostras inscritas no COY

2014


 13k visitantes


 R\$ 25 milhões em negócios

 1ª edição do Fórum da Cafeicultura Sustentável

2016


 14k visitantes


 R\$ 27 milhões em negócios

 Concurso Coffee of the Year Brasil (COY) amplia para cafés canéforas/conilon

2018

 20k visitantes

 R\$ 42 milhões em negócios


 4 campeonatos mundiais de café. Um marco histórico para a SIC


2020

 25 mil acessos

 58 países

 100% digital


 70 horas de conteúdo


 176 palestrantes


2022

 20k visitantes

 120 Palestrantes

 Recorde de amostras recebidas COY + 500 amostras

 + 30 países participantes

 + 60 milhões em negócios

2024



FACT SHEET SIC 2023



25

SIMULTANEOUS EVENTS



21K

VISITORS
OVER THE 3 DAYS



130+

SPEAKERS



180+

EXHIBITING COMPANIES

**R\$ 55
MILLION**

IN BUSINESS DEALS INITIATED



530

SAMPLES
RECEIVED
FOR THE
COFFEE OF
THE YEAR



3K+

COFFEE
PRODUCERS



30+

VISITING COUNTRIES

ALL
BRAZILIAN
STATES



*data collected from surveys with exhibitors and visitors



WHAT'S ON AT SIC

The largest coffee event has been promoting an intense and relevant program for the entire sector for over 11 years.

The three days are filled with lectures, courses, workshops, competitions, tastings, and gatherings. National and international attractions showcase trends and provide plenty of information to add value to more than 30 simultaneous events.



DNA Café is an international seminar about trends and challenges of the coffee industry. Every year, it presents national and international speakers that share the latest topics in the international scene to a curious audience.



SUSTAINABLE COFFEE FORUM

From the most sustainable coffee chain in the world, this forum shares content for producers and it gathers the most important professionals in the industry to discuss the actions taken in coffee-growing and the next steps for the sustainable development of the next generations.





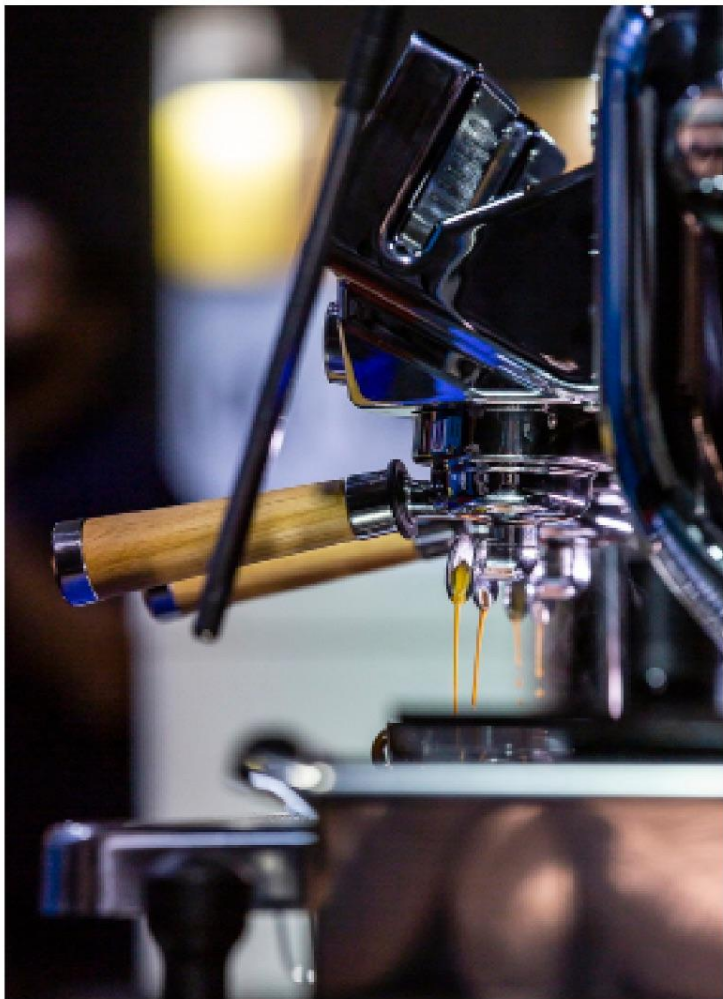
ROASTERS – INDUSTRY

SIC is the perfect opportunity for roasters to connect with a vast number of producers, coffee shops, retailers, and establishments that offer coffee to their consumers, present products, generate contacts, and conduct business for the development of quality coffee in Brazil.

In addition to presenting themselves to their consumer market, roasters will find at SIC all the necessary infrastructure for improving their business, such as roasters, machinery, packaging and filling, logistics, certifications, and much more.



TORRA
— EXPERIENCE



FOODSERVICE AND HORECA

For coffee shop owners, restaurants, bars, convenience stores, hotels, and any type of coffee service (whether B2C or B2B), SIC is perfect. It is a "One-Stop-Shop" for all the needs an establishment may have, with dozens of exhibitors showcasing coffees, machines, accessories, and supplies.

Additionally, there are extensive discussions featuring content from industry experts, baristas, and many professionals who help enhance the coffee experience that your establishment should offer to the end consumer.

CAFETERIA
Modelo
SELO HORIZONTE (MC) - BRASIL



BARISTA CHAMPIONSHIP

National competitions among the best professionals in the sector will take place at the International Coffee Week!

Baristas will showcase trends in coffee preparation during the Brazilian Barista Championship, a competition that selects the professionals who prepare the best coffees, cappuccinos, and signature drinks.

The Champion will represent Brazil at the World Championship in 2025.



SIC 2024 floor map: over 13,000m² of coffee



EVENT PARTNER BRANDS





**It's time for your company to secure
a spot at the most important
coffee trade fair in Brazil!**

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CONTACT US!

11 3586-2233

comercial@espressocompany.com.br

semanainternacionaldocafe.com.br

  /semanadocafe

 @semanainternacionaldocafe

PROMOTION



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