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World of Coffee and the World Barista Championship Heads to Tokyo in 2027

Tokyo, Japan | September 25, 2025 – Today during SCAJ2025 World Specialty Coffee Conference, the Specialty Coffee Association (SCA), Exporum Inc., and the Specialty Coffee Association of Japan (SCAJ) formally agreed and announced that Tokyo, Japan will host World of Coffee Asia and the World Barista Championship in 2027. The signing ceremony featured SCA CEO Yannis Apostolopoulos, Exporum Inc. CEO Danny Shin, and SCAJ President Yoshihito Kato and Executive Director Hitoshi Iwata and will mark the fourth edition of World of Coffee Asia following successful events held in Busan and Jakarta. World of Coffee Tokyo 2027 will take place April 28 – May 1, 2027 at Tokyo Big Sight (3-11-1, Ariake, Koto-ku, Tokyo) and will feature the 27th annual World Barista Championship (WBC).

The 2027 WBC will return to Tokyo, Japan, as part of World of Coffee Tokyo, marking two-decades years since the competition was last held there. In 2007, James Hoffmann of the United Kingdom claimed the World Barista Champion title with single-estate coffees from Costa Rica and Kenya, a performance that helped popularize value-chain storytelling and launched him as one of specialty coffee's most influential voices. Since then, Tokyo has become a global leader in coffee culture, with its cafés and roasters renowned for innovation, precision, and design, while Japan remains one of the world's largest coffee-consuming markets. As the championship returns in 2027, the international coffee community will once again look to Tokyo to set the stage for the next wave of ideas and flavors shaping the future of specialty coffee.

On the announcement of these two events, SCA CEO Yannis Apostolopoulos says "The Specialty Coffee Association is proud to announce that World of Coffee and the World Barista Championship will take place in Tokyo in 2027. Japan has played an influential role in shaping global coffee culture through its dedication to quality, precision, and innovation. Our partner SCAJ has been leading the specialty coffee scene, and we are extremely honoured to co-host this event in Tokyo under the leadership of President Mr. Kato and Mr. Iwata's team. Bringing these flagship events to Tokyo reflects our commitment to fostering international collaboration and advancing excellence within the specialty coffee industry.

We look forward to working alongside the Japanese coffee community to host an event that will inspire, connect, and elevate coffee professionals and enthusiasts from around the world."

Exporum CEO Danny Shin says "Exporum is honored to collaborate with the SCA and the SCAJ to bring World of Coffee and the World Barista Championship to Tokyo in 2027. Tokyo embodies both cultural depth and forward-looking energy, making it an ideal destination for the global coffee community.

At Exporum, our mission has always been to create platforms where people, industries, and cultures connect. World of Coffee and the World Barista Championship in Tokyo 2027 will be more than events—they will be a celebration of excellence, innovation, and collaboration that bridges continents and inspires the next generation of coffee leaders. Together with our partners, we are committed to delivering a world-class experience that captures the spirit of specialty coffee and opens a new

chapter for the global coffee community.”

SCAJ President, Yoshihito Kato says “It is a great honour that the World Barista Championship will return to Tokyo in 2027. Marking twenty years since the last WBC in Tokyo in 2007, this milestone carries special meaning for SCAJ. WBC 2027 Tokyo will not only highlight the presence of specialty coffee in Japan and Asia, but also serve as a vital opportunity to inspire and nurture the next generation of baristas and coffee professionals. Furthermore, it will strengthen the bridge between producing and consuming countries, fostering new connections and shared value through coffee. This achievement is the result of the long-standing relationship between SCA, WCC, and SCAJ, and the dedicated efforts of Yannis and his team. We are committed to making WBC 2027 Tokyo a great success and to opening a new future for the global coffee community.”

World of Coffee Tokyo 2027 will be open to exhibitors, sponsors, and attendees from across the specialty coffee value chain and all attendees will have the opportunity to watch World Barista Championship performances and announcements at the World Coffee Championships stage at the show. More details on attending, exhibiting, speaking, and program participation will be shared in the coming months.

For the latest updates about World of Coffee in Asia, head to asia.worldofcoffee.org and follow @worldofcoffeeasia on Instagram. For the latest updates on the World Coffee Championships and World Barista Championship, head to wcc.coffee and follow @worldcoffeenchampionships on Instagram.

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About the Specialty Coffee Association

The Specialty Coffee Association (SCA) is the largest global coffee trade association dedicated to making coffee better by fostering a global coffee community and supporting activities to make specialty coffee a thriving, equitable, and sustainable endeavour for the entire value chain. Through collaboration and progressive approaches, it supports the industry through research, standards, education, and events. Working around the world, the SCA elevates worldwide standards, providing value and connectivity to the growing global community.

About the World Coffee Championships

The seven annual World Coffee Championships are produced by the SCA. The WCC portfolio includes the World Barista Championship, World Latte Art Championship, World Brewers Cup, World Coffee in Good Spirits Championship, World Cup Tasters Championship, World Coffee Roasting Championship, and the Cezve/Ibrik Championship; the WCC All-Stars program; and show features such as the WCC Bars.

Learn more at wcc.coffee

About Exporum

Exporum is a global exhibition and convention organizer headquartered in Seoul, South Korea,

specializing in curating industry-leading platforms across diverse sectors including food & beverage, coffee, lifestyle, and technology. With a proven track record of success in countries such as France, Vietnam, Japan, China, and Indonesia, Exporum is redefining the MICE industry through innovation, sustainability, and digital transformation. As a MICE-Tech pioneer, Exporum goes beyond traditional exhibition management—creating immersive, content-driven experiences that connect people, industries, and cultures across the globe.

About Specialty Coffee Association of Japan

The Specialty Coffee Association of Japan (SCAJ) is an organization dedicated to enhancing consumer recognition and deepening global understanding of specialty coffee. Its mission is to promote systematic knowledge and skills spanning from coffee cultivation to the final cup, to expand consumption, and to foster the development of Japan's unique coffee culture. Through these activities, SCAJ contributes to the worldwide specialty coffee movement while supporting environmental sustainability and the improvement of living standards in producing countries.

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