

This expanded auction programme will bring together some of the world's finest coffees from leading farms and up-and-coming producers plus limited edition coffee equipment, further underscoring Dubai's role as a gateway connecting origin markets with global consumers. Organised in partnership with DMCC and DXB LIVE, the experiential agency of Dubai World Trade Centre, and coordinated with M-Cultivo, the global platform for premium coffee auctions, the three auctions introduce an elevated level of transparency, innovation, and market access for producers and buyers alike. The trilateral collaboration continues to reshape the global auction model through a fully digital ecosystem that enhances market efficiency and expands international trading opportunities for premium coffee.