

(letters sent out by
Agra Europe) (18)

Dear

The International Coffee Organisation is pleased to send you advance information on the inaugural World Coffee Conference. Organised by F.O. Licht at the invitation of the International Coffee Council, this prestigious meeting will be held at the London Hilton on 17 - 19 May 2001. The conference opens on Thursday evening with a Welcome Cocktail Reception, and main sessions take place on Friday 18 and Saturday 19 May. A special World Coffee Conference Banquet will be held at the Victoria and Albert Museum on the evening of Friday 18 May.

The World Coffee Conference will, for the first time, bring together all members of the coffee world, from producers to traders, from exporters to processors. With a panel of speakers drawn from the highest levels of industry, commerce, governments, think tanks and universities; it will include presentations from Heads of State, Directors of multilateral organizations and regional development banks, CEOs of private sector coffee companies and senior academics.

As a leading member of the coffee industry the ICO invites you to take the opportunity to participate directly in this important international forum. There are a number of sponsorship options available and we have enclosed, for your review, examples of activities that create a central involvement for your organisation in the principal conference for the coffee world.

This is the first time that the ICO have invited the industry to participate in a global forum for coffee. The sponsorship opportunities at the conference offer your company direct access to the prestigious participants and associate your company name with the most important coffee industry meeting of the decade.

If you would like to take a leading role in the World Coffee Conference contact us directly for more information and a personal meeting.

We look forward to speaking with you.

Yours sincerely,

Celsius A Lodder
Executive Director
ICO

Michael Hobbs
Managing Director
F.O. Licht