



ORGANIZACION INTERNACIONAL DEL COFFEE ORGANIZATION
ORGANIZAÇÃO INTERNACIONAL DO CAFE
ORGANISATION INTERNATIONALE DU CAFE

EB 3748/00 (E)

24 May 2000
Original: English

World coffee conference

**WORLD COFFEE CONFERENCE
PRESENTATION BY AGRA EUROPE**

Executive Board
15 - 18 May 2000
London, England

WORLD COFFEE CONFERENCE
PRESENTATION BY AGRA EUROPE

1. The Chairman of the world coffee conference, Mr. Jorge Cárdenas, informed the Executive Board at its meeting on 15 and 16 May 2000 that Agra Europe had been appointed to assist with the organization of the world coffee conference which is scheduled to take place in London from 17 to 19 May 2001.

2. Mr. Michael Hobbs, Managing Director of Agra Europe, made a presentation to the Board, a copy of which is attached for the information of Members.

informa

◆ Merger of IBC Group and Lloyds of London Press

◆ 1999 revenue **£228m**. Market cap **£750m**

◆ 2300 staff, 16 countries including UK, USA, Brazil, Australia, Singapore, Germany, Holland etc

◆ Over 3000 conferences annually

EO.LICHTS

Agra Europe

The Public Ledger

High Quality Business Information

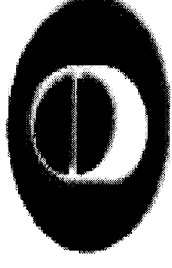
FO.LICHTS

Agra Europe

The Public Ledger

- **Sugar**
- **Tea**
- **Oils / Fats**
- **Dairy**
- **Food Law**
- **Organic Foods**
- **Coffee**
- **Grain / Feed**
- **Meat**
- **Fruit / Vegetables**
- **Agbiotechnology**
- **Environment**

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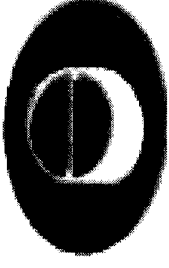


WORLD COFFEE CONFERENCE

- ◆ No risk - no cost
- ◆ ICO - 60 free places
- ◆ Further 60 places at £250 per head (\$400)

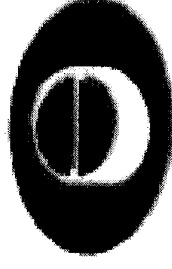
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WORLD COFFEE CONFERENCE



- ◆ ICO profit share
- ◆ 15% of GP of £80,000 to £150,000
- ◆ 25% of GP in excess of £150,000

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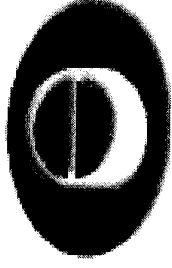
WORLD COFFEE CONFERENCE

The Hilton Park Lane, London

Overlooking beautiful Hyde Park, in the heart of London, the Hilton Park Lane is the place where international business people gather. The hotel has been designed, not

simply to meet, but to exceed the expectations of the most experienced international visitor.

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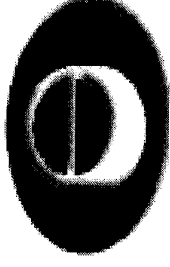
The Victoria and Albert Museum

The V&A is one of the world's great museums, a vast treasure-house of art and design reflecting every civilisation, style and subject. An exhibit in its own right, it is a magnificent Victorian building with remarkable rooms of the period.

Pre-dinner aperitifs will be served in the Gamble Room, one of the most fascinating and original venues the V&A has to offer. Stained glass windows incorporate the Royal Arms and quotations on eating and drinking taken from the Bible and Ingoldsby Legends.

The Conference Dinner will take place in The Dome. Arcaded and pillared, with impressive sculptures, marble floors and glittering décor, it will lend an air of great opulence and excitement to this prestigious meeting.

INTERNATIONAL COFFEE ORGANISATION



WORLD COFFEE CONFERENCE

- ◆ 2 Day Conference
- ◆ 2 Lunches
- ◆ 1 Cocktail Reception
- ◆ 1 Conference Banquet
- ◆ Languages: English /French/Spanish/
Portuguese