



Organización Internacional del Café  
Organização Internacional do Café  
Organisation Internationale du Café

ED 1772/01

21 February 2001  
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**Registrations for the  
World Coffee Conference  
17 - 19 May 2001**

1. The Executive Director presents his compliments and, on behalf of the Chairman of the World Coffee Conference, wishes to inform Members that the final programme for the Conference is now available and is attached to this document.
2. Details about registration (previously circulated to Members in document ED-1766/00) are attached for information and Members wishing to register a participant free of charge or at a reduced rate are requested to complete and return these forms **not later than 30 March 2001**.
3. Members are strongly advised to consult the designated person for their country before sending these forms to avoid any overlap or duplication, and are also advised of the need to make hotel reservations as early as possible in view of the considerable demand for accommodation in London in May.

## REGISTRATION BY MEMBERS

1. **Members are requested to consult the designated person for their country before sending these forms to avoid any overlap or duplication.**

### **Free place for Members**

2. Each Member country may register one participant free of charge by completing and returning details of the designated participant on the attached Form A to Agra Europe not later than **30 March 2001**.

### **Reduced rate for Members**

3. In addition, a further 50 places are available to representatives of Member countries at a reduced rate of US\$400. Members may register one participant at this reduced rate by completing and returning Form B to Agra Europe not later than **30 March 2001**. Members are requested to note that these additional 50 places will be allocated on a first come, first served basis.

### **Additional participants**

4. For all other participants there is a registration fee of £895 plus VAT of £156.63. All other participants should complete and return the form provided on the attached programme.

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Early registration is highly recommended and Members are requested to note that no unregistered participants will be allowed to attend. Simultaneous interpretation will be provided in English, French, Spanish and Portuguese.

Members are requested to inform representatives of the coffee sector in their country of the World Coffee Conference and encourage their participation and contribution to this important event.

Please note that registration is being organized by Agra Europe, not the International Coffee Organization. Registration forms should therefore be returned to Agra Europe at the address shown, and not to the ICO.

**WORLD COFFEE CONFERENCE (17 – 19 MAY 2001)**

**REGISTRATION FORM A**

**FREE DELEGATE PLACE**

**One per ICO Member country**

**Please use block capitals**

Name of ICO Member country.....

Name: .....

Position: .....

Organization/company: .....

Address: .....

Country: .....

Phone: .....

Fax:.....

Email: .....

Business type: .....

Signature .....

**Please return to:**

**World Coffee Conference**

**Agra Europe**

**80 Calverley Road**

**Tunbridge Wells**

**Kent**

**TN1 2UN**

**UK**

**Fax: +44 (0) 1892 527758/ 544895**

**Tel: +44 (0) 1892 511807**

**WORLD COFFEE CONFERENCE (17 – 19 MAY 2001)**

**REGISTRATION FORM B**

**REDUCED REGISTRATION FEE**

**(Limited number of places available on first come, first serve basis)**

**One application per ICO Member country will be considered**

**Please use block capitals**

Name of Member country.....

Name: .....

Position: .....

Organization/company: .....

Address: .....

Country: .....

Phone: ..... Fax:.....

Email: .....

Business type: .....

Signature .....

I wish to register for the World Coffee Conference at the reduced rate of US\$400 available to ICO Members and enclose a registration fee of US\$400 as follows (please tick as appropriate)

**Cheque** made payable to: AGRA EUROPE

**Bank Transfer** (see note below)

Barclays Bank Plc, Pall Mall Corporate Banking Centre  
P.O. Box 15161, 50 Pall Mall, London, SW1A 1QA, UK  
Sort Code: 20-65-82                      Account: Agra Europe  
US Dollar Account Number: 85307711

**Amex**

**Mastercard**

**Visa**

**Eurocard**

Credit Card Number:..... Expiry date: .....

Name of Cardholder (if different from above) .....

Signature .....

**Please return to:**

**World Coffee Conference**

**Agra Europe**

**80 Calverley Road**

**Tunbridge Wells**

**Kent, TN1 2UN, UK**

**Fax: +44 (0) 1892 527758/ 544895**

**Tel: +44 (0)1892 511807/533813 (credit card reservations)**

**Email: [conferences@fo-licht.com](mailto:conferences@fo-licht.com)**



# INTERNATIONAL COFFEE ORGANIZATION WORLD COFFEE CONFERENCE

*17 - 19 May 2001, Hilton Park Lane, London*

## SPECIAL GUEST SPEAKER

**Vice President Marco A. de Oliveira Maciel**  
**Vice President of Brazil**

Mario Corti,  
**Nestlé**

Robert Thompson,  
**World Bank**

Dr Gabriel Cadena,  
**CENICAFE**

Dr Enrique Iglesias,  
**Inter-American Development Bank**

Roel Vaessen,  
**European Coffee Federation**

Dr Andrea Illy,  
**ASIC**

Professor Rosemary Thorpe,  
**Oxford University**

Dr Helmut Ahlfeld  
**F.O.Licht**

Diego Pizano,  
**FEDERACAFE**

Professor Darcy Lima,  
**Federal University of Rio de Janeiro**

Don Tapscott,  
**Alliance for Converging Technologies**

Michael R. Neumann,  
**Neumann Gruppe**

Rolf Boehnke,  
**Common Fund for Commodities**

Professor Robert Bates,  
**Harvard University**

Tatsushi Ueshima,  
**UCC Ueshima Coffee Co. Ltd**

Dr Peter Baker,  
**CAB International**

Celsius Lodder,  
**International Coffee Organisation**

Hugh Freedberg,  
**LIFFE**

Doàn Triêu Nhan,  
**Vietnam Coffee Association**

Howard Schultz\*  
**Starbucks**

Professor Peter Martin  
**Vanderbilt University USA**

Ong Siong Kai,  
**Hiang Kie Group**

Robert Nelson,  
**National Coffee Association USA**

Professor A. Delfim Netto,  
**former Minister of Planning, Brazil**

Dr. Supachai Panitchpakdi,  
**Deputy Prime Minister of Thailand**

Anne Fudge,  
**Kraft Foods**

Vinicius Pratini de Moraes,  
**Minister of Agriculture, Brazil**

Dr Daniel Steffen,  
**Kraft Foods**

Professor Joseph Stiglitz,  
**Brookings Institution, USA**

Dr Juan M. Santos,  
**Minister of Finance, Colombia**

Jorge Esteve,  
**CECAFE**

H.E. Gnassingbé Eyadema,  
**President of Togo**

Klaus Jacobs,  
**Klaus Jacobs Foundation, Switzerland**

Michael Wheeler,  
**Papua New Guinea Coffee Industry Corporation**

Ambassador Sergio Amaral,  
**Association of Coffee Producing Countries**

Professor Christopher Gilbert,  
**Free University of Amsterdam**

Dr R Naidu,  
**Indian Coffee Research Institute**

Eric Rosenquist,  
**USDA**

## CONFERENCE CHAIRMAN

**Dr. Jorge Cárdenas**  
**Federación Nacional de Cafeteros de Colombia**



# INTERNATIONAL COFFEE ORGANIZATION WORLD COFFEE CONFERENCE

## Trends and Challenges

**Thursday 17th May 2001**

15:00 – 17.30 **Registration**

18.30 **Welcome Cocktail**

Dr. Jorge Cárdenas, *President, ICO Council, Chairman, World Coffee Conference*

Celsius Lodder, *Executive Director, ICO, Senior Representative, UK Government*

**Friday 18th May 2001**

**Session One: Global Trends**

**Session Chair: Dr. Jorge Cárdenas, General Manager, National Federation of Coffee Growers of Colombia**

08.30 **Digital Capital, Business Webs and the World's Coffee Economy**

Don Tapscott, *President, Alliance for Converging Technologies*

09.45 **Globalisation and Developing Countries**

Professor Joseph Stiglitz, **Brookings Institution, USA**

10.15 **Strategies for developing countries dependent on primary commodities**

Robert Thompson, *Director of Rural Development, World Bank*

10.45 **Panel Discussion**

Professor A. Delfim Netto, *former Minister of Planning, Brazil*

Dr. Juan M. Santos, *Minister of Finance, Colombia*

11.15 **Coffee Break Sponsored by**



**Session Two: Primary Products and Development**

**Session Chair: Arnaldo López Echandi, Ambassador to France; former Vice President, Costa Rica**

11.45 **Coffee, primary products and the economic development of Latin America**

Dr. Enrique Iglesias, *President, Inter-American Development Bank*

12.05 **Prospects for developing countries with special reference to primary commodity producers**

*Senior Representative, IMF*

12.25 **Coffee and the Economic development of Africa**

H.E. Gnassingbé Eyadema, *President of Togo, Chairman of OAU*

### INTERNATIONAL COFFEE ORGANIZATION WORLD COFFEE CONFERENCE

17 - 19 May 2001, Hilton Park Lane, London

Jorge Cárdenas, Conference Chairman

Dear Colleague

On behalf of the International Coffee Organisation, I am pleased to invite you to our first World Coffee Conference. The main objectives of the conference are to promote coffee and encourage the development of new business relationships between members of our global industry, from exporters to processors, producers to retailers, government to private companies. We aim to bring together all sectors of the coffee industry, which would otherwise rarely, if ever, meet in an atmosphere conducive to business.

The panel of speakers at the World Coffee Conference are amongst the most distinguished from industry, commerce, government and academia. I hope that you will take the opportunity to listen to their presentations and challenge their opinions in the discussion sessions. The programme has been designed to encourage debate and the exchange of ideas on the most crucial issues that the coffee industry is facing in the 21<sup>st</sup> century.

Networking is one of the most important parts of any industry gathering. At the World Coffee Conference we have coffee breaks, cocktail receptions and a Conference Banquet to allow you to meet with valued contacts and potential clients.

I highly recommend your participation and contribution to this important conference, which I believe will be the most important meeting of the decade.

Yours sincerely,

Celsius Lodder  
Executive Director, ICO

FOCOCAFE



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**Supported by:**



# FREE ORGANIZATION CONFERENCE



## Challenges for the International Coffee Industry

2.45 **Agriculture, Coffee and the Economic Development of Asia**  
Dr. Supachai Panitchpakdi, *Deputy Prime Minister, Thailand*

3.05 **Conference Lunch Sponsored by**



**Guest Speaker:** Hugh Freedberg,  
*Chief Executive, LIFFE, UK*

**Session Three: Major Supply and Demand Trends**  
Session Chair: Michael R. Neumann, *Neumann Gruppe*

5.00 Mario Corti, *Executive Vice President, Nestlé*  
Anne Fudge, *Senior Vice President, Kraft Foods*  
Dr. Helmut Ahlfeld, *Director, F.O. Licht*  
Jorge Esteve, *Chairman, CECAFE*  
Robert Nelson, *President, NCA, USA*

6.25 **Coffee Break Sponsored by**



6.55 **Panel Discussion**  
Klaus Jacobs, **Klaus Jacobs Foundation**, Switzerland  
Michael Wheeler, *Overseas Representative, Papua New Guinea Coffee Industry Corporation*  
Ong Siong Kai, *Chief Executive, Hiang Kie Group*, Singapore  
Roel Vaessen, *Chairman, ECF*  
Doàn Triêu Nhan, *Chairman, Vietnam Coffee and Cocoa Association*  
Tatsushi Ueshima, *Chairman & President, UCC Ueshima Coffee Co. Ltd*, Japan  
7.55 **Chairman's Closing Remarks**

### Conference Banquet

**Guest Speaker:**

**H.E. Marco A. de Oliveira Maciel,**  
*Vice President of Brazil*

**Saturday 19th May 2001**

**Session Four: Institutions and Development**  
Session Chair: Vinicius Pratini de Moraes,  
*Minister of Agriculture, Brazil*

09.00 **Institutions and Development**  
Professor Robert Bates, **Harvard University, USA**  
Professor Rosemary Thorpe, **Oxford University, UK**  
Ambassador Sergio Amaral, *Chairman, Association of Coffee Producing Countries*  
10.45 Coffee Break  
11.15 **Panel Discussion**  
Rolf W. Boehnke, *Managing Director, Common Fund for Commodities*  
Professor Christopher Gilbert, *Research Professor of Finance, Free University of Amsterdam*  
Diego Pizano, *International and Economic Adviser, Federacafe*

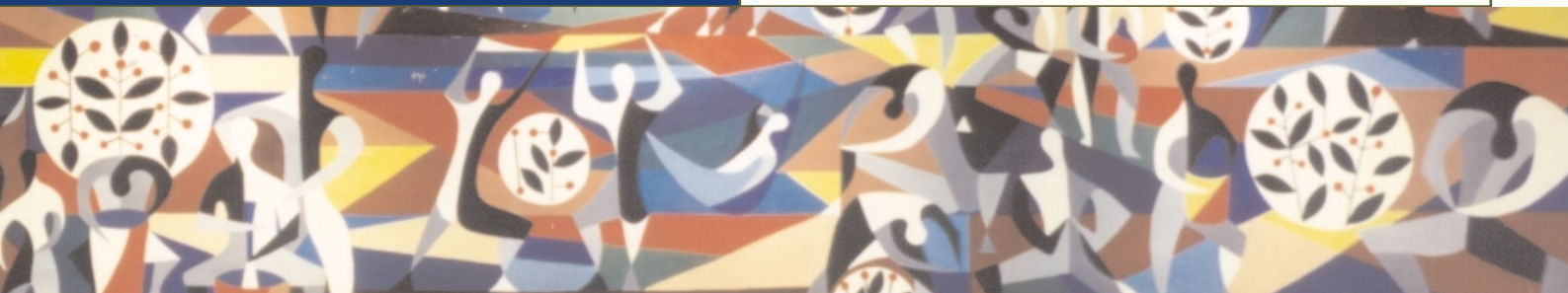
12.15 **Conference Lunch Sponsored by**



**Guest Speaker:** Howard Schultz\*, *Chairman, Starbucks*

**Session Five: Science and Technology**  
Session Chair: Dr. A. Illy, *President, ASIC*

14.15 **Coffee and Health**  
Professor Darcy Lima, **Federal University of Rio de Janeiro**  
Professor Peter Martin, **Vanderbilt University, USA**  
Dr Daniel Steffen, **Kraft Foods, Chairman, Scientific Committee, NCA, USA**  
15.30 Coffee Break  
16.00 **Coffee technology, genetics, diseases, organic coffee and sustainable development**  
Dr. Peter Baker, **CABI, UK**  
Dr. Gabriel Cadena, **CENICAFE, Colombia**  
Dr R. Naidu, *Chairman, Indian Coffee Research Institute*  
Eric Rosenquist, **USDA**  
17.00 **Chairman's Closing Remarks**  
Dr. Jorge Cárdenas, *President, ICO Council, Chairman, World Coffee Conference*  
17.15 End of Conference



# World Coffee Conference 17-19 May 2001

Please write clearly - the information you provide will be used to make your conference name badge

First Name: .....  
 Family Name: .....  
 Position .....  
 First Name: .....  
 Family Name: .....  
 Position: .....  
 Company: .....  
 Address: .....  
 .....  
 .....  
 Country: .....  
 Phone: .....  
 Fax: .....  
 E-Mail: .....  
 BusinessType: .....

	Number	Fee UK£	VAT 17.5%	Total
Delegate Fee		£895	£156.63	

**Cheque** made payable to: AGRA EUROPE

**Bank Transfer** (see note below)  
 Barclays Bank Plc, Pall Mall Corporate Banking Centre,  
 P O Box 15161, 50 Pall Mall, London, SW1A 1QA, UK  
 Sort Code: 20-65-82  
 Sterling Account Number: 30682578  
 US Dollar Account Number: 85307711  
 Euro Account Number: 66478300  
 Account: Agra Europe

**Amex**     **Mastercard**     **Visa**     **Eurocard**

Credit Card Number: \_\_\_\_\_  
 Expiry Date: \_\_\_\_\_  
 Name of Cardholder (if different from above)  
 \_\_\_\_\_  
 Signature  
 \_\_\_\_\_

## www.world-coffee-conference.com

**FAX OR POST:** Complete the priority registration form and fax it to +44 (0)1892 527758/544895 or post to World Coffee Conference, 80 Calverley Road, Tunbridge Wells, Kent, TN1 2UN, UK.

**PHONE:** Credit card reservations can be made over the phone – call +44 (0)1892 511807 or 533813

**E-MAIL:** Send an e-mail to conferences@fo-licht.com with your full contact and payment details.

**Date & Venue:** 17-19 May 2001, London Hilton, Park Lane, London, W1Y 4BE.  
 Phone +44 (0)20 7493 8000 Fax +44 (0)20 7208 4142.

**Registration Fee:** UK£895 plus VAT at 17.5% (or the equivalent in US\$ or Euros). The fee includes lunch on both days, refreshments, drinks reception, conference banquet and copies of all conference documentation, as available.

**VAT:** Value-added tax of 17.5% must be added to all registration fees regardless of the delegate's country.

**Bank Transfer:** Please instruct your bank to include the conference reference, COF2001, and the delegate's surname (family name) in the transfer instructions. Please send a photocopy of the transfer document to the organisers with your registration form.

**Hotel:** Hotel accommodation is **not** included in the conference fee. There is a special rate for conference

delegates at the London Hilton Hotel. Contact the Hilton on phone +44 (0)20 7493 8000, fax +44 (0)20 7208 4142 quoting reference World Coffee Conference. For other hotels contact the Corporate Team on phone +44 (0)20 7828 1075, fax +44 (0)20 7828 6439, quoting reference 10033WC.

**Are you registered?** If you do not receive your letter of confirmation before the event, please contact us to confirm that a place has been reserved on phone +44 (0)1892 511807/533813, fax +44 (0)1892 527758/ 544895. The organiser will not be held liable for non arrival of registration information. All invoices and registrations processed must be honoured in full, unless cancellation has been received under the terms stated below.

**Cancellation:** Refunds will be made for cancellations received in writing by 28 February 2001, subject to a UK£150 administration charge. It is regretted that no refunds can be made after this date but substitute delegates are permitted, if notified in writing before the conference.

### CONFERENCE VENUE LONDON HILTON, PARK LANE

Overlooking beautiful Hyde Park, in the heart of London, the Hilton on 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. **Accommodation:** Hotel accommodation is not included in the conference fee. Special rates have been arranged with the Conference Hotel, and other hotels. Details will be sent to you with confirmation of your registration.

### FO.LICHTS

The World Coffee Conference is organised by FO Licht at the invitation of the International Coffee Organisation. FO Licht, a leading commodity analyst, is the publisher of the International Coffee Report and International Coffee and Tea Directory.

www.world-coffee-conference.com

\*speaker to be confirmed

The information you provide will be held on a database and may be shared with companies in the Informa Group, in the UK, and internationally. Sometimes your details may be made available to external companies for marketing purposes. If you do not wish your details to be used for this purpose, please write to: The Database Manager, 80 Calverley Road, Tunbridge Wells, Kent, TN1 2UN, England. It may be necessary for reasons beyond the control of the organisers to alter the content and timing of the programme or the identity of the speakers.

### SPONSORSHIP & EXHIBITION OPPORTUNITIES

Sponsorship and exhibition opportunities offer your company selective and direct access to the senior executives who will attend the World Coffee Conference. Never before has the ICO offered all members of the coffee and allied industries the opportunity to participate comprehensively in a global forum for coffee.

If you wish to associate your company name with the most important coffee industry meeting of the decade, please

contact Eleanor Page on:

PHONE: +44 (0)1892 511807

FAX: +44 (0)1892 527758

E-mail: eleanor.page@informa.com