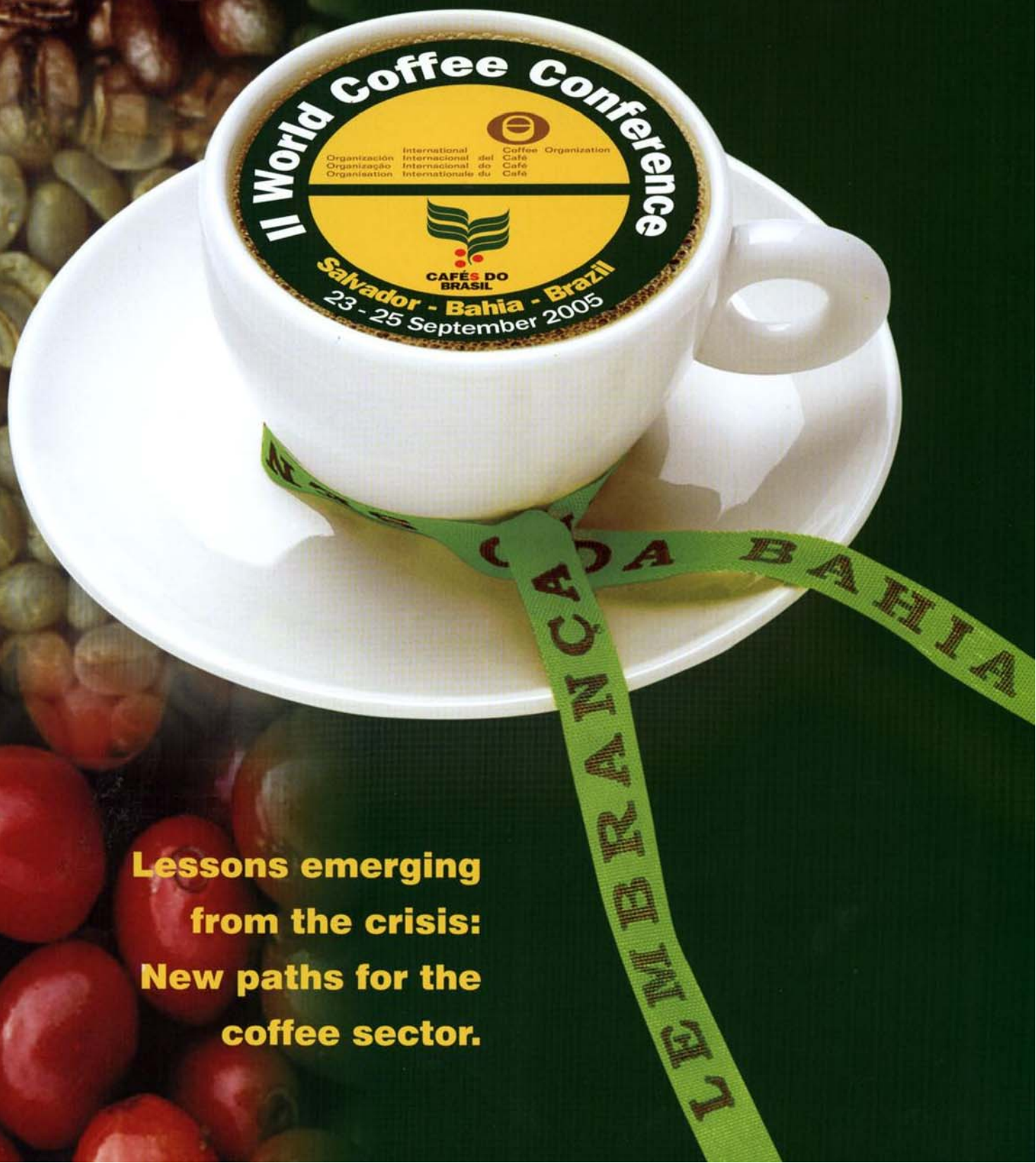


PROGRAM



**Lessons emerging
from the crisis:
New paths for the
coffee sector.**



FRIDAY, SEPTEMBER 23

2 to 6 pm

Credentials and registration

8 pm

Inauguration of the exhibition and presentation of the 2nd World Coffee Conference special commemorative stamps followed by cocktail

SATURDAY, SEPTEMBER 24

8:30 to 10 am

Credentials and registration

10 am

Opening ceremony and welcome to the Conference

President of Brazil: Mr. Luiz Inácio Lula da Silva

President of Colombia: Mr. Álvaro Uribe Vélez

President of El Salvador: Mr. Elías Antonio Saca

(Other invited Heads of State)

Governor of Bahia: Mr. Paulo Souto

President of the Conference: Minister Roberto Rodrigues

Executive Director of the International Coffee Organization (ICO): Mr. Néstor Osorio

12:30 to 2 pm

Lunch for all participants in the restaurant Cais da Ribeira (Hotel Pestana)

2 to 6 pm

SESSION 1: LESSONS EMERGING FROM THE CRISIS

Chairman: Mr. Roberto Rodrigues, Minister of Agriculture, Livestock and Food Supply of Brazil

COFFEE CRISIS AND AFRICAN PROSPECTS

Mme. Assouan Acquah, **Conseiller Spécial du Premier Ministre, Chargée de l'Agriculture**, Côte d'Ivoire

LESSONS EMERGING THE COFFEE CRISIS: NEW PATHS FOR THE COFFEE SECTOR

Carole Brookins, former United States Executive Director, **World Bank**, EUA

GROWING GLOBAL CONSUMER DEMAND

Mr. Douglas Burns, Senior Vice President, **Global Beverages, Kraft Foods**, United Kingdom

LESSONS FROM THE CRISIS: SEIZING THE OPPORTUNITY

Mr. Gordon S. Gillett, Senior Vice President, **Nestlé**, Switzerland

LESSONS AND COUNTERMEASURES OF THE COFFEE CRISIS IN JAPAN

Mr. Keiji Ohta, **All Japan Coffee Association (AJCA)**, Japan

Ambassador Rubens Antônio Barbosa, President, **Conselho Superior de Comércio Exterior (Coscecx) da Fiesp**, Brazil



Discussions

4 to 4:30 pm Coffee Break

8 pm Dinner with a folkloric show and a Bahian artist

SUNDAY, SEPTEMBER 25

9 am to 12:30 pm **SESSION 2: COFFEE POLICIES IN A MARKET ECONOMY**

Chairman: Nestor Osório, Executive Director, ICO

COFFEE POLICIES IN A MARKET ECONOMY: A PERSPECTIVE OF THE COMMON FUND FOR COMMODITIES

Amb. Ali Mchumo, Managing Director, Commun Fund for Commodities (CFC), Netherlands

THE LONG RUN IMPACT OF THE ENDING OF COFFEE CONTROL

Professor Christopher Gilbert, Dipartimento di Economia, Università Degli Studi di Trento, Itália

GROWTH IN CONSUMPTION - WHO WILL SUPPLY THE COFFEE?

Mr. David M. Neumann, Speaker of the Board of Management, Neumann Gruppe GmbH, Germany

Mr. Gabriel Silva Luján, General manager, Federación Nacional de Cafeteros de Colombia

COFFEE POLICIES IN A MARKET ECONOMY

Mr. Giuseppe Lavazza, Member of the Board, Luigi Lavazza SPA, Italy

NEW INSTRUMENTS TO INCREASE COMPETITIVENESS OF THE COFFEE AGROBUSINESS

Mr. Ivan Wedekin, Secretary of Agricultural Policies, Ministry of Agriculture, Livestock and Food Supply, Brazil

COFFEE POLICIES IN A MARKET ECONOMY

Mr. Jack Bigirwa, Chairman, National Union of Coffee Agribusinesses and Farm Enterprises (NUCAFE), Uganda

A CLEAR VIEW OF THE FUTURE: SEEING BEYOND THE BARRIERS

Mr. Robert F. Nelson, President and CEO, National Coffee Association of USA, EUA

Discussions

10 to 10:30 am Coffee Break

12:30 to 2 pm Lunch



2 to 6 pm

SESSION 3: HOW TO DEVELOP A SUSTAINABLE COFFEE ECONOMY

Chairman: Mr. Linneu da Costa Lima, Secretary of Production and Agroenergy, Ministry of Agriculture, Livestock and Food Supply, Brazil

LESSONS EMERGING FROM THE CRISIS: NEW PATHS FOR THE COFFEE SECTOR

Mr. Adolfo A. Franco, Bureau for Latin America and the Caribbean **US Agency for International Development (USAID)**, EUA

Mr. Angelo Cesar Machado, Vice President, **Segafredo Zanetti Group**, Italy

THE EU APPROACH TO COMMODITIES AND ITS VIEWS ON HOW TO ENSURE SUSTAINABILITY

Mr. Enzo Barattini, Deputy Head of Unit DEV/B/4, Directorate General for Development, **European Commission**

HOW TO AVOID A FUTURE COFFEE CRISIS BY MAINTAINING A BALANCE BETWEEN SUPPLY AND DEMAND

Dr. Ernesto Illy, President of the **Institute for Scientific Information on Coffee (ISIC)**, Italy

PERSPECTIVES ON SUSTAINABILITY AND GLOBALIZATION AND THE CHALLENGES FOR THE COFFEE SECTOR

Ms. Lakshmi Venkatachalam, Former Chairperson, **Coffee Board of India**

SOLVING THE COFFEE PARADOX?

Dr. Stefano Ponte, Department of Globalization and Government Research **Danish Institute for International Studies and Human Rights**, Denmark

BUILDING QUALITY AND SUSTAINABILITY FROM THE GROUND UP

Mr. Rick Peyser, President, **Specialty Coffee Association of America (SCAA)**, USA

SUSTAINABLE COFFEE ECONOMY

Mr. Silvio Crestana, Director President, **Brazilian Agricultural Research Corporation (EMBRAPA)**, Brazil

Mr. Tatsushi Ueshima, President, **UCC Ueshima Coffee Co. Ltd**, Japan

Discussions

4 to 4 pm

Coffee Break

6 pm

Closing ceremony and end of Conference

Mr. Roberto Rodrigues, **Minister of Agriculture, Livestock and Food Supply**, Brazil

Mr. Néstor Osorio, **Executive Director of the International Coffee Organization (ICO)**

8 pm

Farewell Dinner



Important Information

GENERAL INFORMATION

The information provided herein is very important for your enjoyment of the Conference. Therefore, we recommend that close attention be paid to the contents of this folder. The staff of RD Consultoria e Eventos (responsible for the organization of the event) will be at your disposal throughout the event in the foyer of the Jorge Amado Room, in the second basement, at the information and registration desks.

REGISTRATION

RECOMMENDATION: ALWAYS USE YOUR BADGE.

All participants in the event will receive a badge. Persons without badges will not be allowed access to any conference activities, including coffee breaks and the exhibitors' area.

Please avoid problems arising from lack of badges.

QUESTION FORMS

All questions should be made in writing, using the specific form provided in the Conference materials. Forms should be legibly written and delivered to the receptionists, who will forward them to the Conference organizers.

EVALUATION QUESTIONNAIRE

Please fill out all the fields in a legible manner and return them to the Conference organizers at the second basement by September 25th. Your comments and suggestions will contribute to the overall evaluation of the event and help to improve future editions.

CERTIFICATES

Certificates will be handed out to those returning the evaluation questionnaire. Certificates awarded for presentations and participation in panels will be distributed on 25 September 2005.

HELP DESK

A desk will be available to provide information and to arrange tourist activities (reservations, tours, shuttles etc.). For increased comfort and safety, participants who have purchased tourist packages from Top Tours (official travel agency of the event) are requested to use this desk to make arrangements for their return trip, by providing the full name of participant and companion(s), as well as flight information (airline, flight number, departure time etc.). After complying with these instructions, please join us at the first basement, next to the main auditorium (Fernando Pessoa Auditorium).

The Help Desk will function at the foyer of the Fernando Pessoa Auditorium, in the first basement, from 9 a.m. on Friday, September 23rd, to September 29th.

ATTENTION: Do not forget your ORIGINAL identity documents.

From the airport to the Pestana Bahia Hotel:

Travel time is 30 minutes, which will be made enjoyable by your driver-guide. Passengers will be able to enjoy a view of the coastline of Salvador and see some of its beaches on the way. The city is full of attractions, all you have to do is consult the Help Desk, located in the foyer of the Jorge Amado Room, in the second basement, to learn more about the magic of Bahia.

ARRIVAL AT THE PESTANA BAHIA HOTEL

Official check-in and check-out times are 2 p.m. and noon respectively. Participants who arrive before the official check-in time will be granted access to their rooms subject to availability.

IMPORTANT: The distribution of rooms will be arranged by the hotel, in accordance with its hospitality policy and the type of room reserved.

Hotel voltage: 110V



Conference Rooms and List of Exhibitors

WHERE	ROOM
CONFERENCE	AUDIT. FERNANDO PESSOA 1,2 e 3
MINISTRY OF AGRICULTURE	SALA MIGUEL TORGA 1
ICO SECRETARIAT	SALA MIGUEL TORGA 2
OFFICE OF THE EXECUTIVE DIRECTOR	SALA LUANDINO VIEIRA
PRESIDENTS' OFFICE	SALA FLORBELA ESPANCA
VIP ROOM	SALA GREGÓRIO DE MATOS
PRESS ROOM	SALA DRUMOND DE ANDRADE
PUBLIC RELATIONS (TEMPO) / MARKETING (P&A)	SALA GRACILIANO RAMOS
CYBERCAFE	SALA GUIMARÃES ROSA
DOCUMENT PRINTING ROOM	SALA ZELIA GATTAI 2
DELEGATES CLOAK ROOM	SALA ZELIA GATTAI 1
EVENT ORGANIZATION / RD EVENTOS	SALA ANEXA DO JORGE AMADO
EXHIBITION AREA	SALÃO JORGE AMADO
NEW REGISTRATION & PRE-REGISTRATION	FOYER DO S2
MEDICAL ASSISTANCES	SECOND FLOOR

Abic Floor/Piso S2 - Nº 6

Abics Floor/Piso S2 - Nº 5

Agribahia Floor/Piso S2 - Nº 13 e 20

Agrosystem Floor/Piso S2 - Nº 24

Café de Colômbia Floor/Piso S2 - Praça B

Café Gourmet Brasil Floor/Piso S2 - Nº 22 e 23

Cafés do Brasil Floor/Piso S2 - Praça A

Coffee Network Floor/Piso S2 - Nº 7

CONAB Floor/Piso S1 - Nº 2

Dragão Sol Floor/Piso S2 - Nº 12

EMBRAPA Floor/Piso S1 - Nº 1

FAO Floor/Piso S2 - Nº 10

Indústria e Comércio Gehaka Floor/Piso S2 - Nº 11

ITC Geneve - Nações Unidas Floor/Piso S2 - Nº 21

Leogap Floor/Piso S2 - Nº 3

Pinhalense Floor/Piso S2 - Nº 1 e 2

Prefeitura de Luis Eduardo Magalhães Floor/Piso S2 - Nº 9

Sanmak Indústria de Máquinas S/A Floor/Piso S2 - Nº 27 e 30

Secretaria de Estado da Agricultura, Abastecimento e

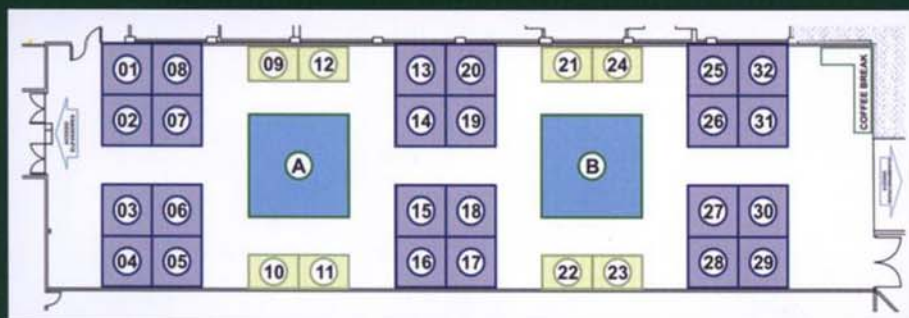
Pesca do Espírito Santo Floor/Piso S2 - Nº 14 e 19

Secretaria da Agricultura, Irrigação e Reforma

Agrária do Estado da Bahia Floor/Piso S2 - Nº 15 à 18

Selgron Floor/Piso S2 - Nº 31

Solcamp Floor/Piso S2 - Nº 26



IMPORTANT: We remind all participants that the distribution of gifts, folders and promotional material of any nature in the exhibition area is the exclusive right of the exhibitors and sponsors of the Conference and is subject to the prior authorization of the event's organizers.

Leisure Activities in Salvador

FULL DAY TOUR OF THE BAÍA DE TODOS OS SANTOS

Leaves the Hotel for the Marina Bahia at 8:30 a.m. Board vessel between 9 and 9:30, with uplifting welcome by first-rate samba group. Sail on the Baía de Todos os Santos with beautiful view of the entire city of Salvador until reaching a paradisaical island for sunbathing and swimming. From there, sail to the Ilha dos Frades where lunch will be served, consisting of buffet with seafood and international cuisine, dessert with tropical fruits and homemade sweets, followed by rest period on loungers and walks on the beach. Leave at 4 p.m. for return, taking advantage of beautiful views of the sunset. Arrival in Salvador at approximately 5:30 p.m.

FULL DAY TOUR OF THE PRAIA DO FORTE WITH VISIT TO THE TAMAR PROJECT AND LUNCH AT GUARAJUBA

Leave hotel for the Praia do Forte, following the coastline of Salvador all the way to the Lagoa do Abaeté, where passengers will be able to enjoy the sand dunes celebrated in song by noted Brazilian composer Dorival Caymmi. Next, travel by bus on the Estrada do Côco, access to the Praia do Forte. After arrival at the Praia do Forte, visit to the ruins of the Garcia D'Avila Castle, then by bus to the famous fishing village of Praia do Forte, where the commercial activities (bars, restaurants and small shops) that sustain that location are found. Time to visit the Tamar Project, dedicated to the preservation of marine turtles and sponsored by Petrobras, followed by lunch and a period for rest and walks on the shining sands of the Praia do Forte. Return to Salvador.

HALF DAY CITY TOUR OF HISTORIC SALVADOR

Leave hotel at 9 a.m. in the direction of the city center, passing by the Farol da Barra, the port, up the slope of the Ladeira da Barra with view of the church of Santo Antonio, the Bahia Yacht Club with view of the Baía de Todos os Santos, passing by the Vitória church, the Carlos Costa Pinto Museum, the Arts Museum of Bahia, a Victorian-style mansion (similar in architecture to the house of Scarlett O'Hara in "Gone With The Wind"), view of the Dois de Julho and Campo Grande Squares, the Castro Alves theater, up the slope of the Rua Chile and disembark at the Municipal Square. Arrival at the Municipal Square forecast between 10:45 and 11 a.m. Tour continues on foot. Views of the Salvador City Hall, Chamber of Deputies, Rio Branco Palace and the Lacerda Elevator. View from above of the Lower City, the Model Market and the Baía de Todos os Santos from a different angle, walk to the Praça da Sé, visits to the Cathedral (15 to 20 minutes), the Terreiro de Jesus and the Cruzeiro de São Francisco. Visit to the São Francisco church (15 to 20 minutes) and continue until the Largo do Pelourinho, walking through houses and streets typical of the 19th century, then board bus for return to hotel.

BEACH TOUR

Leave hotel around 2:30 p.m., passing by the entire beachfront of Salvador with panoramic views of the best beaches. Stop at one of these beaches with full infrastructure (sun shades, hats, showers, loungers, lifeguards) for swimming and sunbathing in an informal atmosphere. Return to hotel around 5 p.m.

Where to Eat

INTERNATIONAL CUISINE

Trapiche Adelaide Pereira
Yate Clube da Bahia
Maria Mata Moura

BARBECUE

Baba Gula - Boi Preto 371-1429
Cambona Grill 240-2546
Prazeres da Carne 362-2222

STEAK HOUSE

Barbacoa 3342-4666
Baby Beef 3270-3000
Bernard 3329-5403

ITALIAN CUISINE

Alfredo Di Roma 331-7775
Cantina Cortille 341-3572

BAHIAN CUISINE

Restaurante Bargaço 231-5141
Casa da Gamboa 321-3393
Casquinha de Siri 367-1234
Restaurante da Dadá 363-5151
Senac 324-4552/4551
Solar do Unhão (com show folclórico)
329-5331
Restaurante Yemanjá 461-9010

CHINESE CUISINE

Sukiyaki 247-5063
Yang Ping 240-2469

JAPANESE CUISINE

Shiro 3337-3196
Soho 3322-6062 / 3332-6784
Sato 3264-3838
Take

Pay-by-weight cuisine (Rio Vermelho)

Manjerição Rua Fonte do Boi
Plim Plim Rua Camurujipe
Rive Rouge Rua Juazeiro
Komaky Rua Odilon Santos
Bem Bom Shopping
Bacalhau ao Martelo Shopping
Algobom Praça Brig. Faria Rocha
Past Fest Rua Odilon Santos

WHAT TO BRING, WHAT TO WEAR

Comfortable clothing and footwear are appropriate for the beachside climate. During the day, formal clothing is recommended.

Host:



Diamond Sponsor:



Gold Sponsors:



Ministry of
Agriculture, Livestock
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