



International Coffee Organization
Organización Internacional del Café
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Organisation Internationale du Café

Ministério da Agricultura,
Pecuária e Abastecimento



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2nd World Coffee Conference
Salvador, Brazil
(23 – 25 September 2005)

The Chairman of the 2nd World Coffee Conference, H.E. Roberto Rodrigues (Minister of Agriculture, Livestock and Food Supply, Brazil) and the Executive Director of the International Coffee Organization (ICO), Mr. Néstor Osorio, are pleased to announce that the 2nd World Coffee Conference will take place at the Hotel Pestana Bahia in Salvador, Brazil from 23 to 25 September 2005.

The theme of the Conference is: *“Lessons emerging from the crisis: new paths for the coffee sector”*, with three main sessions:

- Session 1: Lessons emerging from the crisis
- Session 2: Coffee policies in a market economy
- Session 3: How to develop a sustainable coffee economy

There will be an opening ceremony on the morning of 24 September, with the President of Brazil, H.E. Mr. Luiz Inácio Lula da Silva, Heads of State and Ministers from ICO Member countries and high-level representatives of multilateral donor organizations.

Confirmed speakers include:

- Mme. Assouan Acquah, **Conseiller Spécial du Premier Ministre, chargée de l’Agriculture**, Côte d’Ivoire
- Ambassador Rubens Antônio Barbosa, President, **Superior Council of Foreign Trade (COSCEX) of FIESP**, Brazil
- Mr. Jack Bigirwa, Chairman, **National Union of Coffee Agribusinesses and Farm Enterprises (NUCAFE)** and Vice-Chairman, **IFAP Tropical Commodities**
- Ms. Carole Brookins, former United States Executive Director, **World Bank**, USA
- Mr. Douglas Burns, Senior Vice President, Global Beverages, **Kraft Foods**, United Kingdom
- Mr. Silvio Crestana, Director-President, **Brazilian Agricultural Research Corporation (EMBRAPA)**, Brazil
- Dr. Uschi Eid, **Parliamentary State Secretary, Federal Ministry for Economic Cooperation and Development (BMZ)**, Germany
- Mr. Adolfo A. Franco, **U.S. Agency for International Development (USAID)**, Bureau for Latin America and the Caribbean, USA

- Professor Christopher Gilbert, Dipartimento di Economia, **Università degli Studi di Trento**, Italy
- Mr. Gordon Gillett, Senior Vice-President, **Nestlé**, Switzerland
- Dr. Ernesto Illy, President, **Institute for Scientific Information on Coffee (ISIC)**, Italy
- Mr. Giuseppe Lavazza, Member of the Board, **Luigi Lavazza SPA**, Italy
- H.E. Mr. Ali Said Mchumo, Managing Director, **Common Fund for Commodities**, Netherlands
- Mr. Robert F. Nelson, President and CEO, **National Coffee Association of USA**
- Mr. David M. Neumann, Speaker of the Board of Management, **Neumann Gruppe GmbH**, Germany
- Mr. Keiji Ohta, Chairman, **All Japan Coffee Association (AJCA)**, Japan
- Mr. Rick Peyser, President, **Specialty Coffee Association of America (SCAA)**, USA
- Dr. Stefano Ponte, **Danish Institute for International Studies and Human Rights, Department of Globalization and Government Research**, Denmark
- Mr. Gabriel Silva Luján, Gerente General, **Federación Nacional de Cafeteros de Colombia**
- Ms. Lakshmi Venkatachalam, former Chairperson, **Coffee Board of India**
- Mr. Ivan Wedekin, **Secretary of Agricultural Policies, Minister of Agriculture, Livestock and Food Supply**, Brazil
- Mr. Tatsushi Ueshima, President, **UCC Ueshima Coffee Co. Ltd.**, Japan

Néstor Osorio, ICO Executive Director, stressed the importance of the Conference as an opportunity for a detailed analysis of the state of the world coffee economy: *“The importance of coffee for many developing countries is reflected in the presence of Heads of State and Ministers at the Conference. The Conference is taking place at a key time for coffee producing countries which have experienced considerable hardship with the fall in coffee prices during the last five years. Speakers and participants will analyse the causes of the recent crisis, and review current market conditions and ways of avoiding a similar situation recurring in the future. The participation of some of the most influential decision-makers in the industry together with full representation from producing and consuming countries will facilitate a free exchange of views on how to achieve a sustainable world coffee economy for the future.”*

Information about the Conference can be found on the website: www.worldcoffeeconference.com.

About the ICO: *The International Coffee Organization is an intergovernmental organization created under the auspices of the United Nations to serve the international coffee community. Established in 1963, the ICO is unique in bringing 74 producing and consuming countries together to exchange views and address policy issues. In the last four calendar years, average world coffee exports amounted to some US\$6 billion worth of coffee, and average world imports amounted to some US\$9 billion worth of coffee each year. The ICO provides the following services: up-to-date information and statistics; innovative projects to benefit the world coffee economy; country coffee profiles and economic studies; and promotion of coffee consumption in emerging markets.*

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