

Helen Wright

From: P&A Marketing Internacional [peamarketing@peamarketing.com.br]

Sent: 20 June 2005 15:08

To: Helen Wright

Subject: 2456/05/C - 2nd World Coffee Conference - Welcome to Brazil



A FIRST-CLASS CONFERENCE PROGRAM...

Under the auspices of the Brazilian Ministry of Agriculture, Livestock and Food Supply and the International Coffee Organization, the

II WORLD COFFEE CONFERENCE,

to be chaired by Minister Roberto Rodrigues, will bring together the world coffee community in Salvador, state of Bahia, Brazil, to discuss the

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

The conference will be opened by the President of Brazil, Mr. Luiz Inácio Lula da Silva, in a welcome and opening session that will have as special guests the Heads of State and Ministers from ICO member countries and other authorities. This special session will be co-chaired by the Minister of Agriculture, Livestock and Food Supply of Brazil, Mr. Roberto Rodrigues, and the Executive Director of the International Coffee Organization, Mr. Néstor Osorio.

The program of the conference will focus on three main subjects:

- LESSONS FROM THE CRISIS
- COFFEE POLICIES IN A MARKET ECONOMY
- HOW TO DEVELOP A SUSTAINABLE COFFEE ECONOMY

to be addressed in different sessions by a panel of distinguished speakers drawn from the highest levels of industry, trade, government, multilateral organizations, research institutes and academia: Neumann Gruppe, Nestlé, Kraft, Lavazza, Ueshima, Illycafé, World Bank, Common Fund for Commodities, All Japan Coffee Association, Danish Institute for International Studies and Human Rights and many others.

The II World Coffee Conference will be followed by the ICO Meetings to be held on the same premises on September 26 to 29.

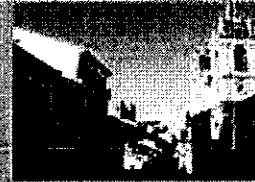
A SUPERB LOCATION...

Feel the flavors, aromas, sounds and the mystique of Salvador, Bahia, the cradle of Brazilian culture.

The conference will take place at the ocean front Pestana Hotel in Salvador, capital of the state of Bahia, Brazil.

Salvador, the first capital of Brazil, has much to offer to visitors who want to experience the unique mystique and spirituality of Bahia: superb colonial churches rich in gold and art, well preserved historical neighborhoods, vibrant music and folk dances, exquisite tropical cuisine and a diversity of religions.

Nature has been generous to Salvador and its environs: paradisiacal beaches, white sand dunes, natural pools, coconut groves, tropical forests and mangroves. The conditions to enjoy outdoor life in Bahia are unparalleled: Salvador is one of the sunniest cities in the world, with an average of almost 7 hours of sunny weather per day.



A UNIQUE OPPORTUNITY TO VISIT COFFEE AREAS...

Meet farmers and see how they use technology to get record yields of high quality coffee.

The state of Bahia has a long tradition of growing Arabica coffee in its central highlands. The newer coffee areas are at the southern tip of the state, where the Conilon variety of Robusta is grown, and the western savannas, that grow Arabica using the latest technology to achieve record yields of high quality natural and pulped natural coffees.



Conference delegates may register for an optional field trip to the coffee plantations of western Bahia, to take place on Friday, September 30, the day after the closing of the ICO meetings. Visitors will be hosted by farmers who will show their irrigated coffee lands, demonstrate their cultivation and mechanization practices and present their state-of-the-art coffee mills.

This will be a one-day program, including the flights and a typical meal served on one of the farms.

SPONSORSHIP OPPORTUNITIES



Opportunities are available for a limited number of companies to support this prestigious event and to promote their products and services to an influential international audience.

Please contact us at e-mail marketing@worldcoffeeconference.com to learn about the sponsorship packages available or to create one that meets your specific needs.

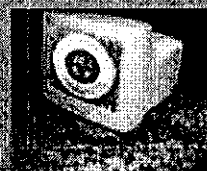
PRESENT YOUR PRODUCT OR SERVICE

A limited number of booths of 6 and 9 square meters (65 and 95 square feet) and two center islands are available for companies, associations and institutions interested to exhibit their products and services.

Please contact us at e-mail marketing@worldcoffeeconference.com to request the exhibition floor plan and the prices of booths, equipment and services.

CONFERENCE WEBSITE

The conference website will be updated frequently to include information about the detailed conference program, conference registration, hotel bookings, flights, the optional field trip, sponsorship opportunities, tour packages and attractions, etc.



www.worldcoffeeconference.com



<http://www.worldcoffeeconference.com>