

Direct Mailing

A FIRST-CLASS CONFERENCE PROGRAM...

Listen to world leaders, industry luminaries and development experts; network with top players in the coffee business of producing and consuming countries.

The II WORLD COFFEE CONFERENCE 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.

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 by a panel of distinguished speakers drawn from the highest levels of industry, trade, government, multilateral organizations, research institutes and academia.

A SUPERB LOCATION...

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

A UNIQUE OPPORTUNITY TO VISIT COFFEE AREAS...

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

Check the conference website for information about the conference program, registration, hotel bookings, flights, the optional field trip, sponsorship opportunities, booth layout, tour packages and attractions, etc.

www.worldcoffeeconference.com

aiba GOVERNO DA BAHIA Ministry of Agriculture, Livestock and Food Supply

1st mailing via internet

MAY YOUR BEST COFFEE DREAMS START TO COME TRUE IN SALVADOR

Have you registered yet? Contact us today. This is your last chance...

COME JOIN THE WORLD COFFEE COMMUNITY IN SALVADOR, STATE OF BAHIA, BRAZIL.

Visitors to Bahia always receive a little ribbon like this one. According to local tradition, you should tie it around your wrist with three knots and make three wishes. Your wishes will come true on the day the ribbon wears out and falls off.

WE HOPE THE SECOND WORLD COFFEE CONFERENCE WILL LEAD TO THE FULFILLMENT OF ALL YOUR WISHES AND HELP ESTABLISH A HEALTHY COFFEE MARKET FOR ALL PARTICIPANTS.

www.worldcoffeeconference.com

aiba GOVERNO DA BAHIA Ministry of Agriculture, Livestock and Food Supply

2nd mailing via internet

Other Material

Invitations







II World Coffee Conference

Certificado conferido a

por sua participação na II Conferência Mundial do Café
Salvador, Bahia, Brasil, 25 de Setembro de 2005

Néstor Osorio
Diretor-executivo da OIC

Roberto Rodrigues
Ministro da Agricultura, Pecuária e Abastecimento

Certificado



Badge



Pin



Bahia Ribbons