



INTERNATIONAL COFFEE ORGANIZATION
ORGANIZACIÓN INTERNACIONAL DEL CAFÉ
ORGANIZAÇÃO INTERNACIONAL DO CAFÉ
ORGANISATION INTERNATIONALE DU CAFÉ

PR 272/09

5 November 2009
Original: English

E

PRESS RELEASE

World Coffee Conference 2010 Guatemala City, Guatemala (26 – 28 February 2010)

On behalf of the Chairman of the World Coffee Conference 2010, President Álvaro Colom of Guatemala, the Executive Director of the International Coffee Organization (ICO), Néstor Osorio, is pleased to announce that the World Coffee Conference 2010 will take place at the Westin Camino Real Hotel in Guatemala City, Guatemala, from 26 to 28 February 2010. The Conference is being hosted by the Guatemalan National Coffee Association (Anacafé).

Coffee is of exceptional importance to the livelihoods of millions of people, particularly in developing countries, and the objective of the 2010 Conference is to bring together high-level stakeholders to analyse and discuss ways of ensuring a sustainable future for the world coffee economy. The theme of the Conference is: **'Coffee for the future: Towards a sustainable coffee sector'**, with four main Sessions:

- Session 1: Economic sustainability: the economics of production
- Session 2: Economic sustainability: the economics of demand
- Session 3: Environmental sustainability
- Session 4: Social sustainability

Sub-sessions will deal with topics such as changes and trends in world production and world consumption, production costs and constraints, development of markets for differentiated coffee, outlook for supply and demand, women and coffee and the Millennium Development Goals and support for producers.

There will be an opening ceremony on the afternoon of Friday 26 February, with the President of Guatemala, H.E. Mr Álvaro Colom, Heads of State and Ministers from ICO Member countries and high-level representatives of multilateral donor organizations including Supachai Panitchpakdi, Secretary-General of UNCTAD; H.E. Mr Ali Mchumo, Managing Director of the Common Fund for Commodities; Christian Rasch, Chairman of the 2010 World Coffee Conference Organizing Committee; Ricardo Villanueva, Chairman of the Board of the Guatemalan National Coffee Association; and Néstor Osorio, Executive Director of the ICO. Around 30 speakers from 17 countries have confirmed their participation including:

- H.E. Mr Álvaro Colom, **President of Guatemala, Chairman, World Coffee Conference, Guatemala**
- Eduardo Assad, **EMBRAPA, Brazil**
- Peter Baker, Project Development Coordinator, **CABI Bioscience, UK**

- Janet Ballantyne, Acting Assistant Administrator for Latin America and the Caribbean, **U.S. Agency for International Development**, USA
- Manoel Bertone, National Secretary of Production and Agroenergy, **Ministry of Agriculture, Livestock and Food Supply (MAPA)**, Brazil
- Carlos Brando, **P&A International Marketing**, Brazil
- David Browning, Director, **TechnoServe**, USA
- Judith Ganes-Chase, Founder and President, **J. Ganes Consulting LLC**, USA
- Fernando Gast, Executive Director, **Cenicafé**, Colombia
- Daniele Giovannucci, Co-Founder, **Committee on Sustainability Assessment (COSA)**, USA
- Dang Kim Son, Director-General of IPSARD, **Ministry for Agriculture and Rural Development**, Vietnam
- Taye Kufa Obso, Coffee Agronomist/Ecophysiologicalist, **Jimma Agricultural Research Centre**, Ethiopia
- Kwaku Owusu Baah, Director for Economic Studies, **InterAfrican Coffee Organisation**
- Ishak Kasule Lukenge, Managing Director, **KDS Coffee Ltd.**, Uganda
- Aleksandr Malchik, Chairman of the Board, **Organization of Russian Coffee Manufacturers**, Russian Federation
- Ambassador Ali Mchumo, Managing Director, **Common Fund for Commodities**, Netherlands
- Sunalini Menon, Founder, **Coffeelab Private Ltd.**, India
- Luis Genaro Muñoz, General Manager, **Federación Nacional de Cafeteros de Colombia**, Colombia
- Frank van Oers, CEO, International Beverage and Bakery Division, **Sara Lee International**, Netherlands
- Keiji Ohta, Chairman, **All Japan Coffee Association**, Japan
- Supachai Panitchpakdi, Secretary-General, **UNCTAD**, Switzerland
- Max Quirin, Private Sector Representative, **Guatemala's Monetary Board**, Guatemala
- Ana Laura Quirós Montoya, President, **Organized Women's Association of Biolley (ASOMOBI)**, Costa Rica
- G.V. Krishna Rau, Chairman, **Coffee Board of India**, India
- Ric Rhinehart, CEO, **Specialty Coffee Association of America (SCAA)**, USA
- Lluís Riera Figueras, Director, **Directorate General for Development and Relations with ACP States, European Commission**, Belgium
- V.G. Siddhartha, Chairman, **Café Coffee Day**, India
- Rob Simmons, Head of Coffee and Cocoa, **LMC**, UK
- Launtia Taylor, President, **International Women's Coffee Alliance (IWCA)**, USA

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 and to discuss with the most important experts in the field the challenges for the development and continuing growth of the coffee sector.

Further information about the Conference can be found on the website: www.wcc2010guatemala.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 77 producing and consuming countries together to exchange views and address coffee policy issues. In the last four calendar years, the value of world coffee exports averaged over US\$12 billion. The ICO provides the following services: up-to-date information and statistics; innovative projects to benefit the world coffee economy; coffee market reports and economic studies; and promotion of coffee consumption in emerging markets.*

For more information please contact:

Néstor Osorio, Executive Director
José Sette, Head of Operations

Tel.: + 44 (0) 20 7612 0600
Fax: + 44 (0) 20 7612 0630

Email: info@ico.org
Website: www.ico.org