

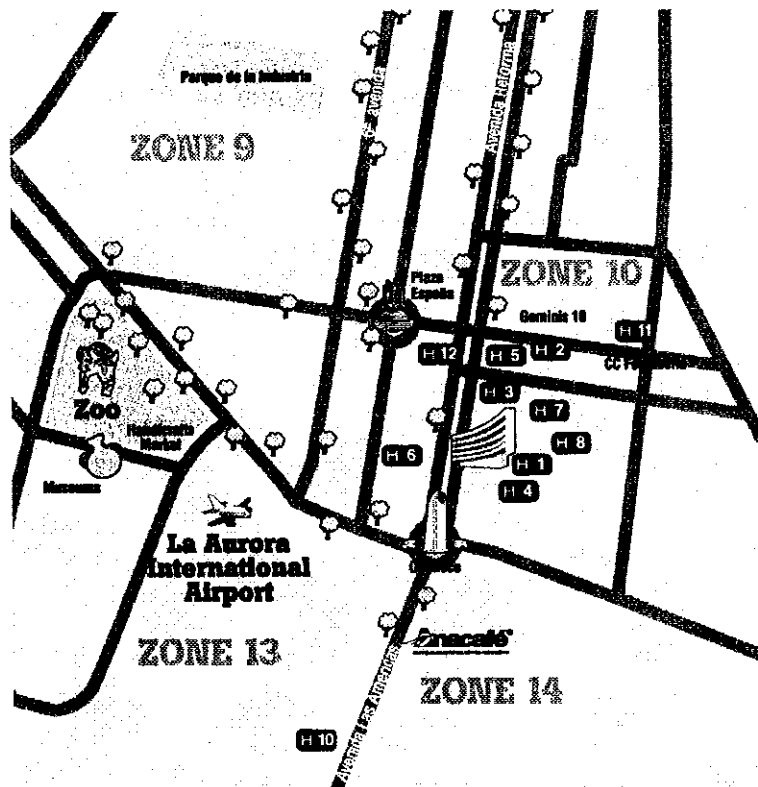
**WORLD COFFEE CONFERENCE
(GUATEMALA CITY, 26 – 28 FEBRUARY 2010)**

INFORMATION/GUIDELINES FOR SPEAKERS

Purpose: Coffee is of exceptional importance to the livelihoods of millions of people, particularly in developing countries. 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. This reflects the overarching objective of the International Coffee Agreement 2007 which encourages ICO Members to strengthen the global coffee sector and promote its sustainable expansion in a market-based environment for the betterment of all participants in the sector.

Venue: The plenary Conference Session will take place in the Gran Salon Real of the Westin Camino Real Hotel in Guatemala City. The map below shows the location of the Conference centre in relation to hotels and the airport.

Convention Centre
Westin Camino Real Hotel
14 Calle 0-20, Zona 10
Guatemala City, Guatemala



H List of Hotels

- | | | |
|--------------------------------|-----------------------------|-------------------------------|
| 1 Westin Camino Real Guatemala | 5 Radisson Hotel & Suites | 9 Hotel Vista Real Guatemala* |
| 2 Best Western Hotel Skofeita | 6 Barceló Guatemala City | 10 Crowne Plaza |
| 3 Holiday Inn | 7 Real Intercontinental | 11 Otello |
| 4 Biltmore Express | 8 Hotel Viva Carlton Suites | 12 Hotel Princess Guatemala |

*Prologación Blvd. en proceso Km. 9 Zona 10

Practical arrangements: The organizers in Guatemala (Blanca Castro and her team) will be in touch with speakers and moderators concerning the necessary practical arrangements and reservations. Contact details are given at the end of this document, together with some general information about Guatemala.

Arrival/departure in Guatemala: La Aurora International airport is located four miles south of the city, around 20 minutes by taxi from the Zona Viva (Zone 10) where the Conference Centre is located. Special transportation will be available on arrival and departure for speakers and moderators, and further details of this will be provided by the organizers in Guatemala. Please note that there is a departure tax of US\$30 (usually included in the fare). A security tax of US\$3 is payable at the airport.

Visas: Speakers are advised to check whether they require a visa for entry into Guatemala. Passports must be valid for six months beyond the intended length of stay. Further information about visas and passport requirements can be obtained from local Guatemalan Embassies or Consulates or from the Ministry of Foreign Affairs of Guatemala at the website: www.minex.gob.gt. A list of Guatemalan Embassies is available on the same website. A special visa form is provided in the link to the Foreign Affairs Service on the Conference website (www.wcc2010guatemala.com). There is an option to receive an electronic version of the visa. Once the visa has been approved and sent electronically, it should be printed and shown on arrival in Guatemala to immigration officials.

Tours: A number of special pre and post-event tours are available for Conference participants (see the Conference website for further information).

Registration by speakers/moderators: All speakers and moderators will automatically be registered by the organizers to attend the three day Conference and social events free of charge. The registration desk will open from 09.00 on Thursday 25 February and from 08.00 onwards from 26 to 28 February. When you register you will receive your badge and a Conference folder. Please note that badges must be worn at all times at the Conference for security purposes. Only badge holders are permitted to enter Conference Sessions, receptions and related events.

General: The latest draft programme is attached showing the speaking order and times of presentations by speakers. The Exhibition area will be opened at 10:00 on Friday 26 February, and the Conference will be opened formally by the President of Guatemala from 14:00 to 16:00 on Friday 26 February. There will be a reception hosted by the President for all participants at 18:00 on Friday 26 February, and a Gala party to commemorate the 50th anniversary of Anacafé at 19:00 on Saturday 27 February.

Thematic document: A report on the theme of the Conference prepared by the ICO is attached. The report will be included in the delegates' folders for the event.

Briefing meeting: There will be a briefing meeting on the morning of Friday 26 February, to introduce moderators and speakers and discuss the practical arrangements. The time and venue of the meeting will be confirmed closer to the date of the Conference.

Interpretation: Simultaneous interpretation will be available for the Conference in the four official languages of the Organization (English, French, Portuguese and Spanish). Presenters may speak and/or prepare their presentations/powerpoints in any of these four languages as all delegates will be provided with headphones. Further guidelines for speakers prepared by AIIC are attached as Annex I.

Audience: An estimated 500 to 1,000 participants will attend, including representatives of 77 ICO exporting and importing Member Governments, the private sector and international organizations and others. A list of ICO Members and office-holders can be found on the "About us" section of the ICO website (www.ico.org).

Biographical note: Speakers and moderators have been requested to provide an electronic photo and short introductory biographical note (no more than 300 words) to assist with introductions to the audience and to include in the Conference dossiers and on the Conference website.

Time-limit: As the programme is very tight, presenters should adhere to the time-limit of 15-20 minutes, to prevent Sessions from over-running and causing delays to other presenters. Moderators will give a warning cut-off five minutes and one minute before the end of each presentation. All speakers are urged to rehearse their presentations several times in advance of the Conference, to ensure that they can be completed in the allotted time.

Structure/Question and answers: The Session moderators will make some brief opening remarks at the start of the Session (2-3 minutes), and introduce each presenter briefly before their presentations. At the end of all the presentations they will then sum up in 2-3 minutes the key points and will have ready some questions (to be answered in the question and answer Session/panel debate at the end of the Session – around 15 minutes). It is proposed that Conference staff will collect questions for each speaker after their presentation, to be given to the moderator to select questions to be asked at the end of the Session. A roving microphone can also be made available for interventions.

Presentation: All presenters have been requested to send the title of their presentations and a 100 word outline to be included in the final Conference programme.

An advance electronic copy of your presentation (in Word or Powerpoint) should be sent no later than **31 January** by email to: Blanca.MCG@anacafe.org, with copy to wright@ico.org. This is important so that copies can be made in advance for the interpreters (who will prepare for the Conference in advance) and to have ready on the computer to ensure there are no delays between presentations. It also enables the organizers to check that presentations are compatible with the operating system (laptops with usb and dvd/cd readers or players) and to include it on the CD Rom which will be given to delegates at the Conference, and made available on the ICO website for consultation after the meeting.

Format of presentation: You are encouraged to use audiovisual aids, preferably a Power Point presentation, to assist you in conveying your message. In doing so, we suggest that the number of slides should not exceed 25. In addition, as presentations will be disseminated electronically after the event, you are kindly requested to provide an accompanying text where appropriate to facilitate the widest possible dissemination of your message to representatives in Member countries who are not able to attend the Conference. Please also bear in mind that, while some participants may have

sound technical knowledge, others may not have a specialist background, and it is therefore suggested that presentations should take this range of knowledge into account and be as accessible as possible to the audience.

Documentation: If there are any other documents that you would like to make available to delegates at the Conference, please send an electronic copy in advance by **15 January**, to enable copies to be printed and made available in the dossiers.

Equipment: A lectern, podium microphone, projector and screen, computer and pointer will be available for use by presenters, although you are also welcome to bring your own laptop if wished. In the case of bringing your own laptop please note that you would need to bring an adaptor and that an advance copy of your presentation should be sent to be loaded as back up on the Conference computer and to be made available on the CD Rom. The electricity used in Guatemala City is 110VAC 60Hz. Please advise us by email (Blanca.MCG@anacafe.org) well in advance about your requirements and any other special requirements or equipment you may need.

Assistance in setting up: An audio-visual technician will be on hand from 08:00 – 18:00 from 26 to 28 February in the Conference room to assist presenters in checking or setting up presentations in advance of the Session they are speaking at. In addition the AV technician will be on hand to assist the speaker at the time of their presentation in the Conference room.

Distribution of papers: Copies of presentations and papers received from presenters will be made available after the Conference on the ICO website and will also be distributed electronically to ICO Member Governments for wider dissemination within the coffee sectors in their countries.

Media arrangements: Journalists who cover coffee regularly will be invited to attend the Conference.

Further information

Information about the Conference is available on the website: www.wcc2010guatemala.com.
Information about the ICO is available on the website: www.ico.org.

For information about the Conference programme, protocol arrangements, practical arrangements including travel and hotel reservations:

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Ciudad de Guatemala, Guatemala
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Email: Blanca.MCG@anacafe.org
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www.anacafe.org

GENERAL INFORMATION

Population	Guatemala: 13 million Guatemala City: 2.5 million
Area	108,000 km ²
Language	Spanish and ethnic languages
Local time	GMT -6 hours
Electricity	110VAC 60 Hz
International direct dialing code	+502 (Guatemala) +2 (Guatemala City)
Currency	The local currency is the Quetzal (1 quetzal = 100 centavos). A universal currency converter can be found at www.xe.com/ucc
Climate	The average temperature in Guatemala City in February/March is 25° – 27° C (maximum) and 12° – 14° C (minimum). Information about the current weather forecast in Guatemala can be found on www.cnn.com or www.weather.com
Travel/medical insurance	Delegates should ensure that they are covered by travel and medical insurance.
Health requirements for entry into Guatemala	Compulsory vaccinations: Yellow fever certificate if arriving from infected areas. Recommended immunisations: Rabies, diphtheria, hepatitis A and B, malaria, polio, TB, tetanus, typhoid and cholera. If there is any doubt about the need for vaccinations, please contact the local Consulate General or Embassy of Guatemala.
Useful links	World Coffee Conference: www.wcc2010guatemala.com Embassy of Guatemala: www.Guatemala.embassyhomepage.com Guatemala Tourism Commission (INGUAT): www.visitguatemala.com Anacafé: www.anacafe.org Ministry for Foreign Affairs, Guatemala: http://www.minex.gob.gt

GUIDELINES FOR SPEAKERS

The organizers of this conference are providing professional interpretation to enable delegates of different languages and cultures to understand each other. The interpreters are your allies in conveying your message to the audience. You can help them by following these simple guidelines.

- If you have a *written text* or *notes for your speech*, whether or not you intend following them closely, please hand them to the conference secretariat for distribution to the interpreters. Interpreters do not simply rely on words; they interpret the meaning and should therefore familiarize themselves with your subject and terminology. You are free to depart from your text or add to it as you go along. AIIC interpreters are bound by professional secrecy, and the content of your document will remain confidential at all times and will be returned to you on request.
- If your paper is *technical*, please give the interpreters any terminology you may have or any background papers on the same subject in other languages. You may also ask the conference secretariat to organize a briefing with the interpreters. Meeting the speakers would be useful in order to clarify specific points which will help improve performance.
- If you wish to show a *film, slides or transparencies*, please make sure that the interpreters receive the script or a copy of the transparencies. The booths are often situated far away from the screen and it would be helpful if the interpreters had copies of the projected text in front of them.
- When reading from a script one tends to speed up which means that the audience will find it difficult to follow and, as a result, parts of your message will be lost. If you have not spoken at meetings with interpretation before, it may be advisable to *pace your delivery* beforehand. Ideally you should allow *3 minutes per page* of 40 lines.
- Before you speak, please make sure your *microphone* is switched on. Knocking the microphone or blowing into it as a test will merely be amplified in the interpreters' headphones and cause an unpleasant noise. To test the microphone just say a few words like "Good afternoon" or "Thank you Mr. Chairman".
- Please do not speak too close to the microphone as this creates interference and avoid leaving your receiver set close to the microphone when you speak to prevent feed-back whistling. The technician will be able to advise you on this.
- If you need to *move away from your seat*, i.e. to point at a slide or transparency projection, please use a *neck or lapel microphone*. Without a microphone the interpreters cannot hear you, however loud you speak.
- If you are speaking from the rostrum or a lectern and want to reply to questions from the floor, please make sure you have a *receiver set* with you to follow the questions as they are interpreted.

Your Team of Interpreters