



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

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International Coffee Council  
103<sup>rd</sup> Session  
23 – 25 September 2009  
London, England

**Preparations for the  
World Coffee Conference (Guatemala 2010)**

## **Background**

1. This document contains an update on preparations for the next World Coffee Conference which will be held from 26 to 28 February 2010 in Guatemala.
2. Members and PSCB associations are invited to inform representatives of the coffee sector in their countries about the date of the Conference to ensure wide representation by Members and the private sector at this event.

## **Action**

The Council is requested to note this document.

## **PREPARATIONS FOR THE WORLD COFFEE CONFERENCE (GUATEMALA 2010)**

### **Background**

1. At its 100<sup>th</sup> Session in May 2008, the International Coffee Council accepted the invitation from the Government of Guatemala to host the next World Coffee Conference. In September 2008, the Council decided that the Conference should take place in Guatemala from Friday 26 to Sunday 28 February 2010, followed by Sessions of the Council and other ICO meetings from 1 to 4 March 2010.

2. At its 102<sup>nd</sup> Session in March 2009, the Council appointed the President of Guatemala, H.E. Mr Álvaro Colom Caballeros, as Chairman of the Conference.

### **Venue**

3. The World Coffee Conference will take place at Westin Camino Real Hotel Convention Centre, 14 Calle 0-20, Zona 10, Guatemala City. The hotel is a five-star hotel, located in the Zona Viva, and close to La Aurora International airport and to the headquarters of the National Coffee Association (Anacafé) of Guatemala. The Convention Centre facilities can be viewed at:

<http://www.starwoodhotels.com/westin/property/overview/index.html?propertyID=1075>.

4. Sessions of the Council and other ICO meetings are scheduled to take place at the headquarters of Anacafé, 5a Calle 0-50, Zona 14, Guatemala City from 1 to 4 March 2009.

### **Organization**

5. An Organizing Committee in Guatemala is overseeing the preparations for the Conference, and a task force led by the Minister for Culture is coordinating the arrangements by the Government. Anacafé is organizing the event and will provide logistical and operational support to Conference participants. The ICO Executive Director visited Guatemala in August 2009 to meet the President and Committee members to discuss the arrangements for the event.

6. In March 2009, the Council established an ICO task force to assist the Chairman of the Conference with the preparations. The task force includes the Chairmen of the Council, Executive Board and PSCB, representatives of previous host countries (Brazil and Colombia), Côte d'Ivoire, the EC, Guatemala and Papua New Guinea and is open to all interested participants. The task force held its first meeting during the March Council Session and has advised the Executive Director on the preparation of the draft programme and selection of speakers. A meeting of the task force will take place during the week of the 103<sup>rd</sup> Session of the Council from 21 to 25 September 2009.

## **Preliminary programme**

7. The title of the Conference is 'Coffee for the future: Towards a sustainable coffee sector'. The event will take place over three days from 26 to 28 February 2010. It will include an opening Ceremony with keynote speakers, and four sessions dealing with the key pillars of sustainability: economic, social and environmental issues:

Session 1: Economic sustainability: the economics of production

Session 2: Economic sustainability: the economics of demand

Session 3: Environmental sustainability

Session 4: Social sustainability

8. Presentations by individual speakers will be followed by a panel discussion and there will be a moderator for each session. The social programme will include an opening reception hosted by the President of Guatemala, a gala party to celebrate the 50<sup>th</sup> anniversary of Anacafé and lunches to enable networking and informal exchanges of views with other delegates.

9. The ICO is preparing a background thematic document about the Conference. The outline programme for the Conference is attached as Annex I. A preliminary programme with details of speakers and moderators will be circulated during the 103<sup>rd</sup> Council Session.

## **Information/website**

10. Comprehensive information about the Conference (registration, travel, hotel reservations, tours etc) is available on the Conference website in English and Spanish (see [www.wcc2010guatemala.com](http://www.wcc2010guatemala.com)).

## **Registration**

11. Internet registration can be carried out at the official conference site: [www.wcc2010guatemala.com](http://www.wcc2010guatemala.com).

12. Each ICO Member country will have the right to **free registration for three** delegates. Members should consult the designated person for their country before registering for these places to avoid any overlap or duplication, using the special form on the Conference website.

13. Registration fees for additional delegates/non-ICO Members are as follows:

International           US\$450

Central American       US\$350

14. These rates include passes to the Opening Ceremony, Conference, Exhibition Area and social events in the Conference Programme, lunch and coffee breaks during the three-day Conference as well as transportation – arrival, departure, to and from the Convention Centre at the Westin Camino Real Hotel and social events in the Conference Programme. Delegates registering for free places will also be entitled to these services but should complete and return the form on the website.

### **Marketing and publicity**

15. Anacafé have prepared a marketing and publicity strategy and promotion of the event is already underway. The Conference has been publicized at the following international coffee events: Specialty Coffee Association of America (SCAA) in April 2009, Speciality Coffee Association of Europe (SCAE) in June 2009, RAMACAFE in September 2009. It will also be publicized at the SCAJ in October 2009 and Sintercafe in November 2009. A promotional strategy has been approved to advertise the event in the most important specialist international magazines in the coffee and business sector (e.g. Tea and Coffee, Tea and Coffee Asia, Coffee and Cocoa International, etc.).

16. A publicity leaflet on the Conference, in English and Spanish, has been distributed electronically to Members and hard copies will be distributed at the 103<sup>rd</sup> Council Session from 23 to 25 September 2009.

17. Press conferences to publicize the conference will be held on Thursday 25 and Sunday 28 February 2010. Interviews will be arranged on request during the Conference depending on the availability of speakers.

18. Information about the Conference and on Guatemala City will be circulated to Members with the Convocation for the March 2010 meetings, and posted on the Conference website.

### **Sponsorship arrangements**

19. There will be three main sponsorship categories: Platinum, Gold and Silver. Each has a corresponding price and a wide range of benefits such as advertising opportunities for corporate sponsors. Information about the types of sponsorship is included in the publicity leaflet, included in the sets for this Session, and is also provided in Annex II to this document. For further information about sponsorship contact Stephanie Cariñés at Anacafé (email: Stephanie.cg@anacafe.org, tel: (+502) 2421-3759).

20. Sponsorship has already been confirmed by the following companies: Hencorp/Coffee Network, Utz Certified and Rainforest Alliance.

## **Exhibition area**

21. There will be a strategically-located exhibition area where products and services can be exhibited. Booths will include two passes to the exhibition area, two chairs, a table, two 110V electrical outlets, light, carpet, sign holder, security and snacks. The costs of exhibition booths are as follows:

10' x 10' (3 x 3 metres)	US\$1,800
10' x 20' (3 x 6 metres)	US\$3,000
10' x 30' (3 x 9 metres)	US\$5,000

22. A map of the stands and information about reservations, exhibitor regulations and payments can be downloaded from the Conference website ([www.wcc2010guatemala.com](http://www.wcc2010guatemala.com)). Coffee breaks will be served in this area, to enable delegates to visit the stands.

## **Hotel reservations/travel arrangements**

23. Details of hotels are available on the Conference website and reservations can be made via the Conference website.

## **Flights/transfers**

24. There are direct international flights to La Aurora International Airport in Guatemala City from Bogotá, Havana, Madrid, Managua, Mexico City, Panama City, San José, San Pedro Sula, San Salvador, Tegucigalpa and from 10 cities in the USA (including Miami, Los Angeles, New York and Washington). Details of airlines flying to Guatemala can be found on the Conference website.

25. Special transportation will be available on arrival and departure for ICO delegates, who should request this by completing and returning the transportation form on the website.

## **Tours**

26. A number of one and two-day pre and post-event tours to coffee farms and places of interest in Guatemala will be available for delegates. Anacafé is also arranging a free programme of half-day tours for companions during the three days of the Conference. Reservations for these tours should be made in advance. Further information is provided on the Conference website.

## **Participants**

27. The Executive Director has circulated ED-2072/09 inviting all Members to confirm the name of the Minister responsible for coffee matters in their countries, so that the Government of Guatemala can proceed to issue invitations to attend the 2010 Conference. The Minister for Foreign Affairs of Guatemala will invite Heads of State from the region to participate.

28. ICO Members are requested to register promptly for the event (no later than 15 December 2009) and to inform representatives of the coffee sector in their countries about the date of the Conference to ensure wide representation by Members and the private sector at this event.

## **Results of the Conference**

29. The results of the Conference will be discussed by Member Governments at the 104<sup>th</sup> Session of the Council, to be held in Guatemala City after the Conference, from 1 – 4 March 2010. The conclusions of the Conference, documents and presentations will be widely distributed to all ICO Member Governments by CD-Rom and on the ICO website.

**WORLD COFFEE CONFERENCE  
26 TO 28 FEBRUARY 2010, GUATEMALA CITY**

**COFFEE FOR THE FUTURE:  
TOWARDS A SUSTAINABLE COFFEE SECTOR**

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**FRIDAY, 26 FEBRUARY**

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**09:00 – 13:30**      **Registration**

**14:00 – 16:00**      **OPENING CEREMONY AND WELCOME SPEECHES:  
COFFEE, AGRICULTURE AND RURAL DEVELOPMENT**

- **President of Guatemala (Chairman, World Coffee Conference)**
- **Presidents of ICO Member countries**
- **Managing Director, Common Fund for Commodities**
- **Executive Director, International Coffee Organization**

**16:00 – 17:30**      **KEYNOTE SPEECH**

**18:00 -**              **Reception hosted by President of Guatemala**

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**SATURDAY, 27 FEBRUARY**

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**SESSION 1**      **ECONOMIC SUSTAINABILITY: THE ECONOMICS OF PRODUCTION**

**09:00 – 10:15**      **Presentations on state of world production /  
Changes in supply since 2000-2004 crisis / Impact of financial crisis**

- **Africa**
- **Asia**
- **Brazil**
- **Central America**
- **Colombia**

**Panel discussion / questions**

**10:15 – 10:30**      **Coffee break**

**10.30 – 11.30**      **Production costs / constraints: Labour / Fertilizers and other inputs /  
Transportation / Risk management / Credit / Alternative uses of land (food and  
biofuels)**

**Presentations**

**Panel discussion / questions**

**11:30 – 12.30**    **Support for producers: Institutions and capacity-building / International aid programmes / Government support programmes / Subsidies / Diversification**

**Presentations**

**Panel discussion / questions**

**12:30 – 14:00**    **Lunch**

**SESSION 2        ECONOMIC SUSTAINABILITY: THE ECONOMICS OF DEMAND**

**14:00 - 15:15**    **Geographic trends / changes in consumption habits**

**Presentations**

**Panel discussion / questions**

**15:15 – 15:30**    **Coffee break**

**15:30 – 16:30**    **Development of markets for coffee with special characteristics / Quality Promotion of consumption and market development**

**Presentations**

**Panel discussion / questions**

**16:30 – 17:30**    **Market analysis: Impact of the economic and financial crisis (2008 onwards) / Outlook 2010-2020**

**Presentations**

**Panel discussion / questions**

**19:00**            **50<sup>th</sup> Anniversary of Anacafé – Gala party**

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**SUNDAY, 28 FEBRUARY**

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**SESSION 3        ENVIRONMENTAL SUSTAINABILITY**

**09:00 – 10:40**    **Climate change: Mitigation and adaptation strategies/  
Water / Biodiversity / Reciprocal approach to sustainability  
Pests and diseases / Technological innovations**

**Presentations**

**Panel discussion / questions**

**10:40 – 11:00**    **Coffee break**



**SESSION 4      SOCIAL SUSTAINABILITY****11:00 – 12:30      Women and coffee****Presentations****Panel discussion / questions****12:30 – 14:00      Lunch****14:00 – 15:20      Coffee and Millennium Development Goals / Youth****Presentations****Panel discussion / questions****15:20 – 15:40      Coffee break****15:40 – 17:00      Closing ceremony and conclusions of the Conference**

- **President of Guatemala (Chairman of the World Coffee Conference)**
- **Executive Director of the ICO**

## **SPONSORSHIP OPTIONS**

### **Platinum (US\$20,000)**

- Sponsor's brand and logo on all the promotional material
- One page full colour publication in the dossier with printed material of the Conference and Visitor's Guide
- Sponsor's brand displayed at the Opening Ceremony, Convention Centre Lobby, lunch and coffee break area
- 8 passes for the Opening Ceremony, conferences, exhibitions and social events in the Conference Programme

### **Gold (US\$15,000)**

- Sponsor's brand and logo on all promotional material
- Half page full colour publication in the dossier with printed material of the Conference and Visitor's Guide
- Sponsor's brand displayed at the Convention Centre Lobby, lunch and coffee break area
- 5 passes for the Opening Ceremony, conferences, exhibitions and social events in the Conference Programme

### **Silver (US\$10,000)**

- Sponsor's brand and logo on all promotional material
- Quarter page full colour publication in the dossier with printed material of the Conference and Visitor's Guide
- Sponsor's brand displayed at the lunch and coffee break area
- 3 passes for the Opening Ceremony, conferences, exhibitions and social events in the Conference Programme

For information about sponsorship contact Stephanie Cariñés at:

Email: [Stephanie.cg@anacafe.org](mailto:Stephanie.cg@anacafe.org)

Tel: (+502) 2421-3759