

2010 WORLD COFFEE
Conference
Guatemala



Guatemala, September 2009

Dear Madam and Sir:

It is with great pleasure that the International Coffee Organization –ICO- and the Guatemala National Coffee Association –ANACAFE- announce a World Coffee Conference from 26 to 28 February 2010 in Guatemala City, Guatemala.

The event will bring together representatives of 77 ICO Member Governments, private sector and other organizations. This is the third ICO World Conference to be organized. The previous Conference took place in Brazil in 2005 and was attended by over 1,200 participants, including heads of states, Ministers and other high level representatives. It generated ideas and themes which have been taken up in the International Coffee Agreement (ICA) 2007 and have contributed to the development of national commodity policies of Member Governments, aiming to strengthen the global coffee sector and promoting sustainable expansion in a market-based environment.

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 representatives of governments and private sector at the highest level to review the issue of “**Coffee for the Future: Towards a sustainable coffee sector.**” The conference will comprise sessions dealing with the three pillars of sustainability: economic, social and environmental issues.

I would highly recommend that you register now in order not to miss the World Coffee Conference. All information on the event itself, registration and sponsorship/booth opportunities can be found on the conference website:

<http://www.wcc2010guatemala.com/>

Looking very much forward to seeing you in Guatemala in February 2010.

Sincerely,

Christian Rasch Topke
Chairman
2010 World Coffee Conference Organizing
Committee



International Coffee Organization 22 Berners Street, London W1T 3DD, United Kingdom

Guatemalan National Coffee Association Calle del Café, 5a. Calle 0-50 Zona 14, Guatemala City 01014, Guatemala C.A.