

50
years



INTERNATIONAL
COFFEE
ORGANIZATION

ICC 111-10

10 September 2013
Original: English

E

International Coffee Council
111th Session
9 – 12 September 2013
Belo Horizonte, Brazil

4th World Coffee Conference

Communication from Ethiopia

Background

The attached communication has been received from the Government of Ethiopia informing the Executive Director of its interest in hosting the 4th World Coffee Conference in Ethiopia in 2015.

Action

The Council is requested to consider this invitation.



የኢትዮጵያ ፌዴራላዊ ዲሞክራሲያዊ ሪፐብሊክ
የንግድ ሚኒስቴር

The Federal Democratic Republic of Ethiopia
Ministry of Trade

ቀን _____
Date **09 SEP 2013**

ቁጥር _____
Ref. No **ሀ.ተ.ን.ፍ/4368**

Mr. Roberto Olivera Silva
Executive Director
International Coffee Organization
27 Berners Street
London WIT 3DDd

Dear Mr. Silva,

Subject:- The 2015 Fourth World Coffee Conference

We would like to bring in to your attention that Ethiopia's offer to host the fourth World Coffee Conference in 2015. As you would surely appreciate, there is no better place than the birthplace of coffee Arabica to deliberate on issues affecting the global coffee sect. With Ethiopia hosting the 2015 conference, delegates will have a unique experience as they immerse in centuries old Ethiopian coffee culture.

In Ethiopia, coffee is not a quick pick-up and not a cup of something to grab on the run. Rather its ceremonies drinking is a time to exchange news and well wishing with friends and relatives to express respect to elders and to appreciate the blessing of life. Coffee is the most widely consumed stimulant beverage in Ethiopia. About 50% of the total produce is consumed locally. The annual per capital consumption of coffee in Ethiopia is about 2.4 kilograms. This is comparable to the consumption level of the leading coffee consuming countries.

Delegates will also get a chance to experience the unique Ethiopian coffee ceremony, where coffee is roasted, ground and brewed. This ceremony, central to Ethiopian lifestyle, is widely playing a pivotal role in the Ethiopian culture of hospitality as it is widely used in get together for celebration or mourning and to ward off drowsiness. In all parts of the country inviting coffee for guests is considered as a God-sent opportunity to do well.

A meeting in Ethiopia would also offer a chance to learn about the incredible pool of coffee genetic diversity in Ethiopia. Due to the endowment of well-defined growing areas with soils, altitude, rainfall, temperature etc suitable for coffee, Ethiopia is the center of genetic diversity.

All Siraje
State Minister



☎ 251-11-551 80 25-29
✉ 704

Fax 251-11-551 54 11
553 10 27, 552 24 13

የኢትዮጵያ ፌዴራላዊ ዲሞክራሲያዊ ሪፐብሊክ
አድድሜ - ኢትዮጵያ
Addis Ababa - Ethiopia

Most Ethiopian coffees are identified by their distinct and characteristic flavor, aroma or taste. In fact, since both geographical and flavor appellations are not yet fully known, many more invaluable entries are awaiting further research work.

There is also no better place to talk about the economic value of coffee as more than 15 million people derive their livelihoods from the coffee industry. Coffee also contributes to the lion share of export earning of the country contributing to more than 26 % of total export earnings in 2011/2012.

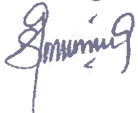
Mr. Silva, Should Ethiopia be offered the privilege of hosting the 2015 conference; I can assure you it will be a spectacular event. As the capital of Africa, Ethiopia hosts a number of international Forums, including a regular yearly Summit of the African Head of State that draws close to 10,000 delegates. Also Ethiopia has hosted EAFCA/AFCA conference & exhibition twice, World Economic Forum, ECCASA international conference on health; Moreover Last month, my Ministry had a pleasure of hosting the 2013 AGOA Forum, welcoming high level Ministerial delegation from 39 countries and more than 15 international organizations.

We are highly privileged by the existence of world standard conference centers, such as African Union Conference Center (AUC), United Nations Economic Commission for Africa Conference Center (UNECAC) as well as a Million Hall which all are capable of hosting such events and star hotels.

A meeting in Ethiopia also promises an incredible touristic experience. In addition to the sheer scale of its physical beauty, Ethiopia's proud and colorful cultures, its wonderful climate, ancient and medieval monuments, old and rich civilization, and natural and manmade touristic attractions to mention a few, make Ethiopia a great place to hold a meeting.

Mr. Silva, I hope I have been able to make a strong case why the council should seriously consider Ethiopia's generous offer to host the 2015 World Coffee Conference. With that, let me conclude with anticipation of positive reply for Ethiopia's request from the International Coffee Organization

Best Regards,



Ali Siraje
State Minister

