



**4th World Coffee Conference
6 to 8 March 2016, Addis Ababa, Ethiopia**

**Information about registration
and draft programme**

1. The Executive Director presents his compliments and on behalf of the Government of Ethiopia wishes to inform Members and representatives of the Private Sector Consultative Board (PSCB) of details for the 4th World Coffee Conference which will take place from 6 to 8 March 2016 at the United Nations Conference Centre, Menelik II Ave., Addis Ababa, Ethiopia.

Registration

2. As indicated in the convocation ([ED-2210/15](#)), each ICO Member country is entitled to **three free places** for entry to the World Coffee Conference on Monday 7 and Tuesday 8 March. When submitting credentials the head of delegation for each country is requested to indicate to whom the free places should be allocated. In order to obtain the free places, credentials should be received by the Secretariat before **5 February 2016**.

3. All delegates and observers wishing to attend the 4th World Coffee Conference and the ICO meetings must register on the website, www.coffee2016.com, prior to arriving at the venue. **The United Nations Conference Centre in Addis Ababa is highly secure and entry will not be granted unless registration through the website has been completed and delegates are already in possession of a badge.** Details on the arrangements for collecting badges will be confirmed in due course. Furthermore, delegates are strongly advised to leave sufficient time to clear security prior to the conference beginning and to bear in mind that queues are to be expected.

4. Additional delegates and non-members of the ICO will need to buy their tickets on the Conference website: www.coffee2016.com. Early bird tickets will be available until **14 February 2016**. The registration fees are as follows:

International delegates	US\$500
– Early bird tickets	US\$450
Delegates from African countries	US\$250
– Early bird tickets	US\$200

5. Payments may be made in one of the following ways:

- Via paypal: wccethiopia2016@ico.org
- Via bank transfer to:
National Bank of Ethiopia
Swift Code: NBETETAA
A/C Name: CFC Coffee Quality Project
Account Number: 0261501331000
Account Holder: Federal Democratic Republic of Ethiopia Ministry of Agriculture

6. Delegates are advised to send a copy of the receipt to info@wcc2016ethiopia.com. The registration fee includes passes to the reception on 6 March, the Opening Ceremony, the Conference, the exhibition area and social events in the Conference Programme. It also includes lunch and coffee breaks during the Conference.

7. For the purposes of identification and security all participants attending the meetings are required to register and to wear the badges issued to them during all meetings.

Hotel, travel and visas

8. Members are advised to check with their authorities whether they require a visa for entry into Ethiopia and are strongly advised to make their hotel, travel reservations and application for visas as soon as possible. Delegates booking through Ethiopian Airlines can obtain a 15% discount. Further details can be found on the Conference website together with the latest information on hotels and visas at www.coffee2016.com.

**4th WORLD COFFEE CONFERENCE
6 TO 8 MARCH 2016
ADDIS ABABA, ETHIOPIA**

NURTURING COFFEE CULTURE AND DIVERSITY

Sunday 6 March 2016

Badge collection and reception (details to follow in due course)

Monday 7 March 2016

08:00 – 09:00 Badge collection and security clearance (details to follow in due course)

09:00 – 12:00 **OPENING CEREMONY AND WELCOME SPEECHES**

Chairman: Mr Wondirad Mandefro, State Minister of Agriculture and Natural Resources, Ethiopia

Mr Hussein Agraw, President of the Board, Ethiopian Coffee Exporters Association (ECEA)

Dr Akinwumi Ayodeji Adesina, President, African Development Bank (AfDB)

H.E. Dr Nkosazana Dlamini-Zuma, Chairperson, African Union Commission

Mr Fred Kawuma, Secretary General, InterAfrican Coffee Organisation (IACO)

H.E. Mr Iván Romero-Martínez, Chairman, International Coffee Council

Mr Robério Oliveira Silva, Executive Director, International Coffee Organization (ICO)

Mr Teferra Derebew, Minister of Agriculture and Natural Resources, Ethiopia

Key Guest Speaker, Ethiopia

12:00 – 12:15 **TRADITIONAL MUSIC AND DANCE**

12:30 – 13:00 **EXHIBITION OPENING CEREMONY & VISIT**

13:00 – 14:30 **LUNCH**

14:30 – 16:00 PANEL 1: TOWARDS A DIVERSE AND SUSTAINABLE COFFEE CULTURE

What is needed to establish a coffee sector that provides farmers with a fair remuneration and consumers with a quality coffee experience? This session will review the diverse culture of coffee in producing countries and the challenges to economic sustainability. Panellists from a variety of producing countries will share their experience of coffee culture.

16:00 – 16:15 COFFEE BREAK

16:15 – 17:30 PANEL 2: WORLD COFFEE CONSUMPTION TRENDS

Following years of impressive growth in coffee consumption across the world, will demand for coffee continue to increase given the current global economic outlook? In this session the panel will discuss the development of coffee consumption worldwide and its future prospects offering viewpoints from various geographical regions and market segments.

19:00 – 22:00 GALA DINNER – DRESS CODE: FORMAL OR TRADITIONAL

Tuesday 8 March 2016

09:00 – 10:15 PANEL 3: TRENDS IN SPECIALTY COFFEE

How will specialty coffee continue to differentiate itself from mainstream coffee? This session will discuss what is needed for the specialty segment to remain ahead of mainstream coffee which is increasingly adopting specialty coffee characteristics.

10:15 – 10:30 COFFEE BREAK

10:30 – 11:30 PANEL 4: CLIMATE CHANGE AND COFFEE

As climate change continues to be a major threat to coffee production, what concrete adaptation or mitigation measures can be undertaken? This session will discuss how the public and private sectors can support initiatives throughout the value chain.

11:30 – 13:00 **PANEL 5: THE ROLE OF INNOVATION AND PUBLIC POLICY IN INCREASING PRODUCTIVITY**

How do we add at least another 25 million bags to world coffee output in the next 10 years? This session will review the latest developments in research and the role of innovative digital technologies. It will explore how public policy can foster the adoption of modern farming techniques.

13:00 – 14:30 **LUNCH**

Event hosted by Solidaridad for 150 – 200 people ‘The past, present and future of sustainable coffee’

14.30 – 15.30 **BREAKOUT EVENTS**

Vision 2020 (details to be provided in due course)

15.30 – 16.30 **PANEL 6 : COFFEE PRICES AND VOLATILITY**

In light of increasing consumption why are coffee prices falling? The panellists will examine the major market forces that affect prices and share their view on prospects for the market. Additionally, they will look at the impact of low prices and high volatility on coffee farmers and the implications for future supply. The subject of commodity exchanges in price determination will also be covered.

16:30 – 17:00 **CLOSING CEREMONY**

Mr Robério Oliveira Silva, Executive Director, ICO

H.E. Mr Iván Romero-Martínez, Chairman, International Coffee Council

Mr Tefera Derebew, Minister of Agriculture and Natural Resources, Ethiopia