



2 May 2023

INVITATION TO THE WORLD COFFEE CONFERENCE 2023

Dear Members and Observers,

The World Coffee Conference (WCC) is one of the largest global events in the coffee sector, organized by the International Coffee Organization (ICO) and its Members, as foreseen by the International Coffee Agreement 2007. After the huge success of London (2001), Salvador (2005), Guatemala City (2010) and Addis Ababa (2016), the 5th edition of the World Coffee Conference and Expo arrives for the first time in Asia and will be held in conjunction with the G20 Summit and related meetings under India's presidency for 2023.

Chaired by Mr Shri Piyush Goyal, the Indian Minister of Commerce and Industry, the Conference is expected to attract 1,500 registered delegates and 10,000 business visitors from across the globe, including experts and practitioners from governments, industry, academia, civil society and international organizations. Participants will have the opportunity to take stock of market trends, opportunities and challenges, as well as best practices, technologies, and strategic and financial solutions to build a resilient and sustainable future for the coffee sector, in compliance with the Sustainable Development Goals (SDGs) and Environmental, Social and Governance (ESG) practices.

On behalf of the ICO and the Government of India, we have the honour to invite you to join us in Bangalore from 25 to 28 September, to take part in the 5th WCC and concurrent meetings such as the 5th CEOs and Global Leaders Forum, the 136th Session of the International Coffee Council, as well as business-matching activities and promotional events, capacity-building workshops, and plantation and cultural tours.

“Sustainability through Circular Economy and Regenerative Agriculture” is the theme for 2023. Special emphasis will be placed on a range of related topics, including best practices and

technologies to promote regenerative agriculture and farmers' wellbeing and prosperity, while ensuring compliance with the changing regulatory framework and financial durability.

We kindly request you to mark the above dates in your calendar. The draft WCC programme, as well as more details on logistics and how to sponsor and exhibit at the event, will follow soon (for further information please reach out to iccwccindia2023@gmail.com).

We very much look forward to welcoming you to Bangalore.



Vanúzia Nogueira
Executive Director
International Coffee Organization



Jagadeesha K G
CEO & Secretary
Coffee Board of India