



**Invitation to participate:
Showcase your country in the
Santos-Brazil Coffee Museum's
new exhibition**

1. The Executive Director wishes to inform Members that, in 2027, the **Coffee Museum** in Santos, Brazil, will unveil its **new permanent exhibition**, exploring coffee through three interconnected themes: consumption, territory and labour. Marking the 300th anniversary of coffee's arrival in Brazil, the exhibition will highlight coffee's role as a driver of economic, social, environmental and cultural transformation – from plant to cup.
2. At the start of the exhibition, visitors will encounter an installation featuring empty **coffee bags from ICO producing and exporting Member countries**, setting the scene for the space and immersing them in the world of global coffee production.
3. In collaboration with the Coffee Museum, the Executive Director kindly invites each Member to donate two empty coffee sacks, clearly marked with their country of origin. Please ensure your sacks reach us by **16 November 2026**, using one of the following options:
 - **Send directly to the Coffee Museum** – R. Quinze de Novembro, 95, Centro, Santos – SP, Brazil, CEP 11010-150.
 - **Send to the ICO office** – 222 Gray's Inn Road, London, WC1X 8HB, United Kingdom.
 - **Hand over in person in Geneva**, (27 to 30 September) during the upcoming 142nd Session of the International Coffee Council (ICC), where the ICO team will be on hand to receive them.
4. With your support, this installation will become a truly global showcase of coffee-growing nations and the communities behind every cup. If you have any questions, please do not hesitate to contact **Julietta Regazzoni** (julieta.producao@museudocafe.org.br) and/or **Estela Cotes** (cotes@ico.org).