

Mission report

Subject	World of Coffee Bangkok 2026
Place and dates	Bangkok, Thailand – 7 to 9 May 2026
ICO staff member	• Vanusia Nogueira, Executive Director
Purpose of travel	• Attend meetings with the Specialty Coffee Association (SCA) and the ASEAN Coffee Federation (ACF) • Take part in a meeting with the delegation from the Organization of Co-operatives of the State of Minas Gerais (<i>Organização das Cooperativas do Estado de Minas Gerais - OCEMG</i>) from Brazil • Attend a meeting on the definition of specialty coffee (Asia)
Five-Year Action Plan/Programme of Activities relevance	Five-Year Action Plan • Strategic Goal II: Using the Organization's convening power to provide a forum for dialogue and testing between and within the public and private sectors on coffee-related issues. • Strategic Goal III: Facilitating the development of projects and promotion programmes through public-private partnerships. Link to PoA: • Participation in expert groups • Follow up and facilitation of partnerships • Technical advice to partners • Develop relations for finance for projects • Joint promotion of coffee

OVERVIEW

1. World of Coffee Bangkok 2026

World of Coffee is an international event that provides a platform for networking, innovation, and professional development. Held annually in major cities around the world, the event brings together coffee enthusiasts, producers and industry professionals to explore advanced technologies, high-quality products and specialty coffee offerings.

The Bangkok edition, held from 7 to 9 May 2026, was attended by global exhibitors, producers and coffee enthusiasts, and provided participants with an opportunity to see

first-hand what the Asian coffee sector is producing from farm to cup, solidifying Thailand as a core Asian coffee hub.

Beyond the talks and workshops, coffee tasting sessions allowed participants to discover the unique aromas, acidity, body, and flavour notes that distinguish coffees grown in different regions of Asia.

2. Various meetings

The Executive Director met with the SCA and ACF to provide insights on topics such as connecting coffee with forest-friendly practices, and the journey of coffee from farm to cup, promoting sustainability and industry cooperation.

She also met with delegates from OCEMG, which provided an opportunity to exchange ideas and strengthen partnerships.

Her participation reinforced the ICO's commitment to knowledge sharing and promoting innovation and industry growth through education and trade sustainability. In the discussions, she highlighted the coffee value chain as a model for fairness, sustainable and innovative practices, accentuating the importance of best practices and sustainable approaches to tackle challenges affecting agriculture and safeguard global economic development, resilience, and equitable outcomes for coffee growers and stakeholders throughout the entire coffee value chain.

CONCLUSIONS/MAIN OUTCOMESs

1. World of Coffee Bangkok 2026 provided the Executive Director with opportunities to engage with coffee-producing countries in discussions on global supply chain innovations, market trends, and policy dialogues. Observing the expansion of local domestic markets, specialty production and innovative coffee concepts, she addressed the evolving international supply chain and freight market dynamics, and shared market insights and industry developments with buyers, roasters, and producers.

2. Her participation reinforced the ICO's visibility and strategic priorities. It also highlighted the Organization's continued commitment to strengthening resilience in coffee-producing countries, promoting sustainability and partnerships, and advancing policy dialogue that positions coffee as a catalyst for development and shared prosperity across the sector.

AOB

N/A



