



Organización Internacional del Café  
Organização Internacional do Café  
Organisation Internationale du Café

ED 1765/00

28 November 2000  
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**Memorandum of Understanding between  
the International Trade Centre  
UNCTAD/WTO and  
the International Coffee Organization**

1. The Executive Director presents his compliments and, for the information of Members, attaches a copy of a Memorandum of Understanding concluded between the International Trade Centre UNCTAD/WTO and the International Coffee Organization.
2. This document outlines areas with potential for cooperation between the two organizations including E-commerce, Training, Internet, Publications and New initiatives such as projects.

**Memorandum of Understanding**

between

**International Coffee Organization**

and

**International Trade Centre UNCTAD/WTO**

(the Parties)

**Objectives**

Over the years, the Parties have cooperated on various technical assistance programmes, most recently on the Gourmet Coffee Project – Adding Value to Green Coffee (1997-2000), financed by the Common Fund for Commodities.

It is the wish of the Parties to continue their cooperation and to coordinate their efforts on projects in favour of developing coffee producing countries.

Efforts will be concentrated on, but not limited to, enhancing developing coffee producing countries' abilities to increase their income, and to improve living conditions in general through changes in production, processing and sales of their products.

**Specific areas**

Given the mandate and possibilities of each of the Parties and based on their individual and common assessments of needs and possibilities for improvements of income generation and living conditions in coffee producing developing countries, the following specific areas are at the time of entering into this MOU considered to be potential for cooperation:

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### 1. E-commerce

The success of the Internet auction of Brazilian coffees in December 1999 (part of the Gourmet Coffee Project) is an encouraging example of the potential for coffee in the fast growing area of e-commerce. Support to this kind of activity in the form of workshops and training as well as publication of coffee-related guides on e-commerce is a potential area for cooperation.

### 2. Training

The International Coffee Agreement (2000/2001) includes the objective "...to promote training and information programmes designed to assist the transfer to Members of technology relevant to coffee". Activities which involve marketing and export promotion are potential for cooperation.

ICO can identify countries where exporter training is a priority. A potential for cooperation is the planning and implementation of such training, including establishment of Terms of References, selection of resource persons and identification of funding.

### 3. Internet

ICO and ITC to make appropriate links to each others' websites.

Training in producing countries in the use of Internet for search of information related to all aspects of coffee production, processing, marketing, pricing etc.

### 4. Publications

"Coffee: An Exporter's Guide" was published in 1992 by ITC with financial and practical contributions from various parties, including ICO. The guide was published in three languages and more than 10,000 copies have been distributed. The guide is still in high demand but out of stock. Publication of a new guide on coffee, possibly in a more compact version and supplemented by dynamic websites and training modules, is a potential for cooperation.

### 5. New initiatives

ICO is at various stages of planning or implementation of several projects which might in part or in their entirety be potential for cooperation. These include, for examples, the promotion of domestic consumption of coffee in the coffee producing countries and export training in selected African countries.

Each party is encouraged to elaborate on any of the specific areas, or any other area of relevance in the context of this MOU, with the objective of defining and implementing projects which would comply with one or more of the Objectives described above.

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## **Financing**

The Parties will explore, individually and jointly, potential sources of finance for joint projects.

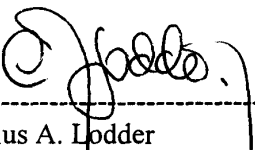
In particular the role of the ICO as the International Commodity Body for coffee recognized by the Common Fund for Commodities provides a specific potential source of funding which shall be explored on an ad hoc basis.

## **General terms**

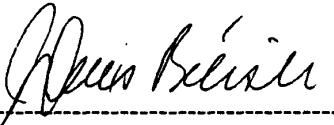
- a. All activities undertaken jointly by the Parties will be subject to the Parties' respective mandates, rules and regulations.
- b. This Memorandum of Understanding is not intended to create a legal and binding obligation to expend or mobilize funds or resources by either party. Any such obligation would be subject to the availability of funding and a subsequent written agreement of the Parties.
- c. The Parties agree to continue their already existing communication and exchange of information within the coffee sector.
- d. This Memorandum of Understanding may be amended at any time by written agreement of the Parties.
- e. This Memorandum of Understanding shall remain in force until such time as either party terminates it through written correspondence to the other party.

Geneva, 24 November 2000

For  
**International Coffee Organization**

  
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Celsius A. Lodder  
Executive Director

For  
**International Trade Centre UNCTAD/WTO**

  
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J. Denis Bélisle  
Executive Director