



International Coffee Organization
Organización Internacional del Café
Organização Internacional do Café
Organisation Internationale du Café

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**Invitation to attend a Workshop
on the potential for diversification
in coffee exporting countries**

1. The Executive Director presents his compliments and has the pleasure of inviting Members and observers to attend a Workshop on the potential for diversification in coffee exporting countries. The Workshop will take place from 09.45 to 13.00 on Wednesday, 24 May 2006 at the headquarters of the Organization at 22 Berners Street, London, during the week of the 95th Session of the International Coffee Council. Simultaneous interpretation will be provided in English, French, Portuguese and Spanish. A copy of the preliminary programme is attached.

2. The Workshop is being organized by the Natural Resources Institute (NRI), the Project Executing Agency of the second phase of the ICO/CFC project “Worldwide comparative analysis of coffee growing areas”, which has been financed by the Common Fund for Commodities (CFC). This phase of the project aims to identify the conditions for successful diversification and produce a tool that can be used by policy makers to enable the design, and implementation of operationally feasible programmes that accelerate the process of diversification, remove constraints and improve the livelihoods of poor people significantly. The first phase, financed by the European Commission, was completed in September 2004 and a report on a quantitative tool for assessing the competitiveness of coffee growing areas was circulated on a CD-Rom (see also document ICC-91-6). The second phase involves a study on the potential for diversification in coffee exporting countries. Representatives of the NRI along with various authors of country case studies will present the main findings and recommendations of this study. The recommendations and comments of the participants will be incorporated in the final study report.

3. The workshop is free of charge and is open to all interested participants. If you would like to attend the meeting, please complete and return the attached form to the ICO **by 10 May 2006**, either by email: info@ico.org, or by fax: +44 (0) 207 580 6129. Members who have already sent their credentials do not need to complete the attendance form.

For further information please contact:

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**Natural
Resources
Institute**



PRELIMINARY PROGRAMME

**Workshop on the potential for diversification in coffee exporting countries
(Project ICO/CFC/10FT)**

**Council chamber, International Coffee Organization
22 Berners Street, London
Wednesday, 24 May 2006 (09.45 – 13.00)
Open to all interested ICO delegates and observers**

Chairman: Mr. G.V. Krishna Rau, Chairman, Coffee Board of India

09.45 – 10.10 Opening remarks

- Dr Néstor Osorio, Executive Director, International Coffee Organization
- Mr. G.V. Krishna Rau, Chairman, Coffee Board of India
- Special guest: Dr Donald Kaberuka, President, African Development Bank Group
- Special guest: Mr. Mehmet Arda, Head Commodities Branch, UNCTAD

10.10 - 10.30 Overview of the CFC/ICO Study on the potential for diversification in coffee exporting countries

- Mr. Caleb Dengu, First Project Manager, Common Fund for Commodities (CFC)
- Dr Peter Greenhalgh, Principal Economist, Trade and Finance Group, Natural Resources Institute (NRI), Project Team Leader

10.30 – 10.45 Summary of main findings and recommendations

- Dr Anne Tallontire, Research Fellow, Natural Resources and Ethical Trade Programme, NRI

10.45 – 12.15 Country case study presentations and discussions

- 10.45 – 11.00 India: Mr. G.V. Krishna Rau, Chairman, Coffee Board of India
11.00 – 11.15 Honduras and Nicaragua: Mr. Ulrich Kleih, Marketing Economist, NRI
11.15 – 11.30 Malawi: Mr. France Gondwe, Economist, ICO/CFC project, Malawi
11.30 – 11.45 Uganda: Mr. Apollo Kamugisha, Uganda Coffee Development Authority, Uganda
11.45 – 12.00 Tanzania: Dr Peter Greenhalgh, Principal Economist, Trade and Finance Group, NRI, Project Team Leader
12.00 – 12.15 Zimbabwe: Mr. Julius Mathende, Economist, Coffee research, Zimbabwe

12.15 - 12.30 General discussion and questions and answers

12.30 – 12.45 The way forward

- Dr Peter Greenhalgh (NRI), Project Team Leader

12.45 – 13.00 Chairman's concluding remarks

Rapporteur: Dr J. Davis / Dr D.R. Hall, NRI

**ICO/CFC Workshop on the
potential for diversification in coffee exporting countries**

International Coffee Organization, 22 Berners Street, London
Wednesday, 24 May 2006 (09.45 – 13.00)

ATTENDANCE FORM

I will/ will not* attend the ICO/CFC Workshop on the potential for coffee diversification in coffee exporting countries to be held at the International Coffee Organization in London on 24 May 2006.

Name of ICO Member country/observer:

Name:

Position:

Organization/company:

Phone:

Fax:

Email:

Please return to:

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