



INTERNATIONAL COFFEE ORGANIZATION  
ORGANIZACIÓN INTERNACIONAL DEL CAFÉ  
ORGANIZAÇÃO INTERNACIONAL DO CAFÉ  
ORGANISATION INTERNATIONALE DU CAFÉ

**ICC 107-16**

26 September 2011  
English only

**E**

International Coffee Council  
107<sup>th</sup> Session  
26 – 30 September 2011  
London, United Kingdom

**Post of Executive Director**

**Presentation by  
Mr Robério Oliveira Silva, Brazil**

### **Background**

A copy of the presentation made to the 107<sup>th</sup> Session of the Council by Mr Robério Oliveira Silva of Brazil, is attached.

### **Action**

The Council is requested to take note of this document.



**Robério Oliveira Silva**

# A STRONG AND EFFECTIVE ICO

ICO as main focus and  
authority in all matters related to coffee

Relationship  
with other  
International  
Organisations

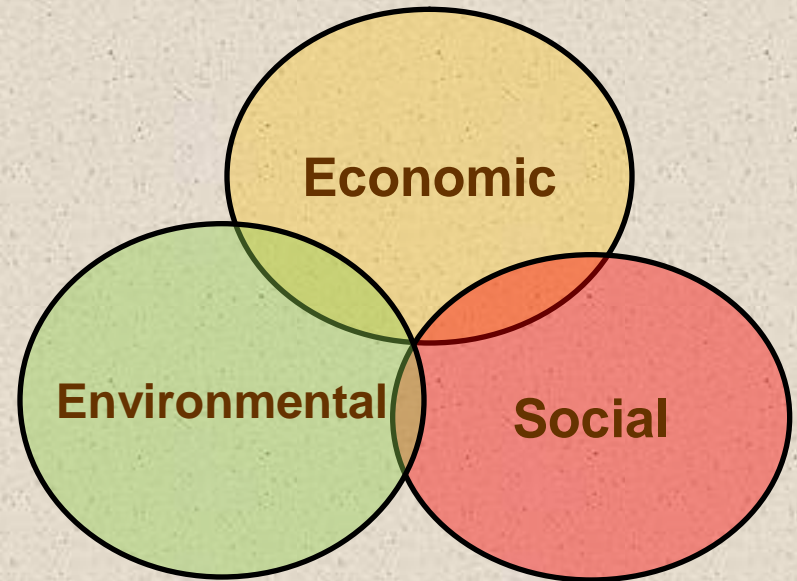


Leadership

Membership  
Expansion

Technical  
Cooperation  
Projects

# SUSTAINABILITY



# CERTIFICATION

**Encourage broader certification**

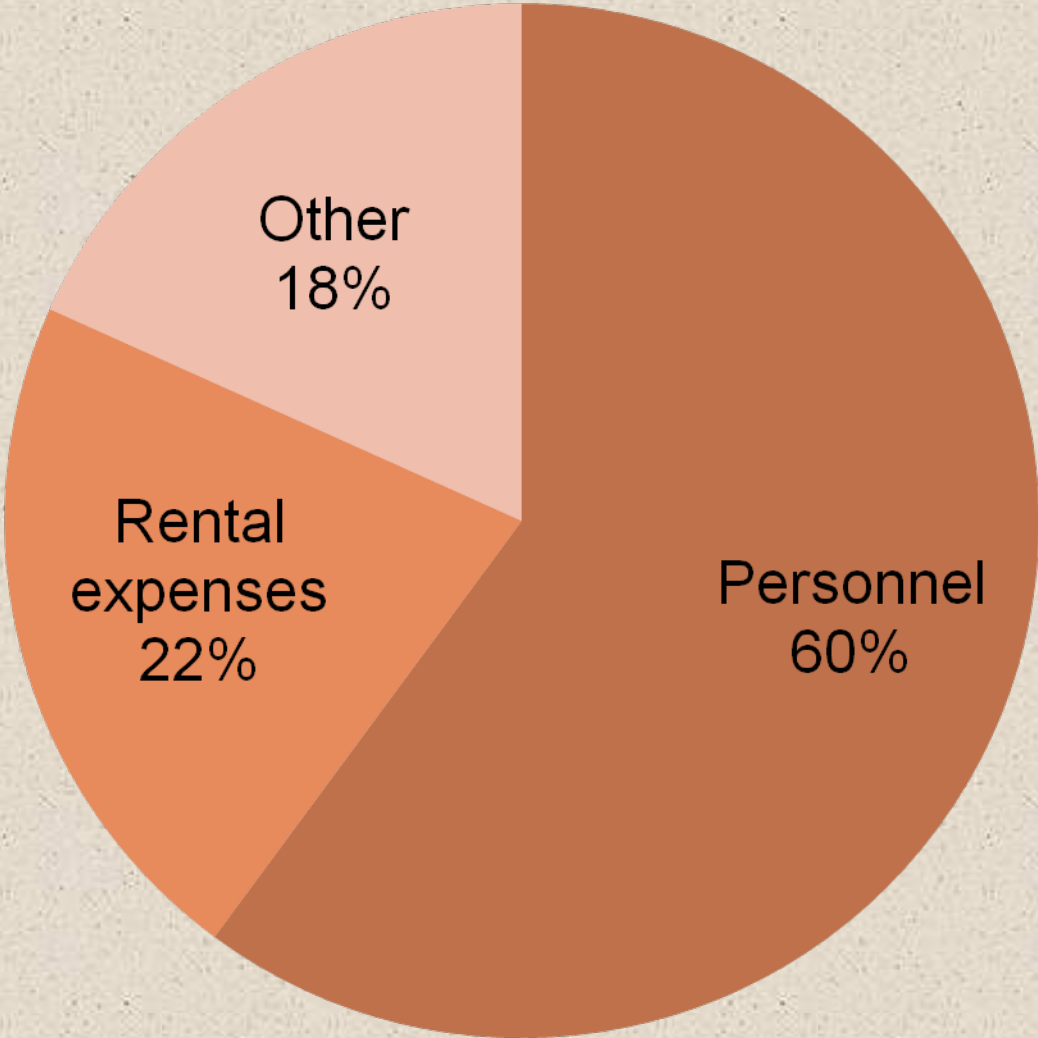
**Cost effective for the farmers**

**Help the farmers to achieve sustainability**

**Help the industry to better communicate**



# ICO BUDGET 2011-2012: £ 3.215.000



# SEEKING FINANCIAL HEALTH

**Lasting solution for reducing expenditure on lease**

**Review of the  
Human Resources Policy**

**Zero Paper Policy**

**Supplementing the income:  
information material for sale  
(e.g. *e-Coffee Yearbook*)**



# **STRUCTURAL REFORMS**

**Seminars between Coffee Sessions**

**More dynamic decision making process**

**Create greater interest in promoting  
coffee consumption**

**Cost reduction**



# THE FUTURE

A wide-angle photograph of a lush green coffee plantation on a hillside. The rows of coffee trees are neatly arranged in a terraced pattern, following the contours of the land. The sky is a clear, vibrant blue with a few wispy white clouds on the right side. The overall scene is bright and sunny, suggesting a healthy and well-maintained agricultural landscape.

**Promotion of Coffee Consumption**

**Consultative Forum on Finance**

**Capacity building**

**Private Sector Engagement**

# CANDIDATE'S CREDENTIALS

**Brazilian Coffee Exporters  
Secretary-General**

**Association of Coffee Producing Countries  
Secretary-General**

**Ministry of Development, Industry and Foreign Trade  
Secretary for Commodities**

**Brazilian Foreign Trade Board  
Executive Secretary**

**Executive of Brazilian Private Companies with a Global Reach**

**Ministry of Agriculture, Livestock and Food Supply  
Director of the Coffee Department**



**Thank you!**