



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

ICC 93-6

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International Coffee Council
Ninety-third Session
18 – 20 May 2005
London, England

**2nd World Coffee Conference,
Salvador, Brazil, 23 to 25 September 2005**

Report from the Chairman

Background

The attached document contains a report on the preparations for the 2nd ICO World Coffee Conference which will be introduced to the Council during its 93rd Session from 18 to 20 May 2005 by the Brazilian Delegation.

Action

The Council is requested to note this report.

2nd WORLD COFFEE CONFERENCE
LESSONS EMERGING FROM THE CRISIS:
NEW PATHS FOR THE COFFEE SECTOR

23 – 25 September 2005, Salvador, Bahia, Brazil

1. Introduction

Article 21 of the International Coffee Agreement 2001 provides that the International Coffee Council shall hold at appropriate intervals, a World Coffee Conference, to be composed of exporting and importing Members, private sector representatives and other interested participants. The purpose of the Conference is to contribute to furthering the objectives of the Agreement. The 1st World Coffee Conference took place in London in May 2001, and the 2nd Conference will take place in Salvador, State of Bahia, Brazil, from 23 to 25 September 2005.

The main theme of the 2nd World Coffee Conference will be “Lessons emerging from the crisis: New paths for the coffee sector”. There will be three main sessions: Session 1: Lessons emerging from the crisis; Session 2: Coffee policies in a market economy: and Session 3: How to develop a sustainable coffee economy.

1.1 A brief overview of progress to date

The President of the Federal Republic of Brazil, H.E. Mr. Luiz Inácio Lula da Silva and the Chairman of the Conference, H.E. Mr. Roberto Rodrigues, Minister of Agriculture, Livestock and Food Supply, have sent out 130 letters of invitation to high-level representatives of the ICO Member Countries, speakers taking part in the Sessions and other guests, and letters will be sent out shortly to speakers who have confirmed attendance.

The President of Brazil confirmed that he will attend this event.

The Ministry of Agriculture has established an agreement with the Agriculturists and Irrigators Association of Bahia (AIBA) regarding the preparations which need to be made for the 2nd World Coffee Conference, based on a timetable of activities suggested by the International Coffee Organization (ICO). AIBA has engaged the services of a company, *RD Eventos*, which will be in charge of organizing the event and providing logistical and operational support to participants in the 2nd World Coffee Conference. Furthermore, it also engaged the firm P&A International Marketing to draw up marketing plans and organize sponsorship, mainly abroad, and the firm *Tempo de Comunicação* as media advisors for the event.

2. Preliminary programme

2.1 Copy of the preliminary programme mentioning confirmed speakers

The preliminary programme for the 2nd World Coffee Conference is provided as **Annex I** to this document, and shows the official confirmations of participation received.

2.2 Conference format and scheduled social events

The Conference comprises the main theme and the following three sessions:

- Main theme: “Lessons emerging from the crisis: New paths for the coffee sector”;
- Session 1: Lessons emerging from the crisis;
- Session 2: Coffee policies in a market economy;
- Session 3: How to develop a sustainable coffee economy.

There will be a moderator for each session. The total length of each speech and the type of audience intervention will be determined based on the number of speakers at each session.

The social programme will include the Opening Reception with folk music and dance on Friday 23 September, and a luncheon at the invitation of President Lula to visiting dignitaries on 24 September. Other social events will be confirmed as the relevant sponsorship is secured.

3. Conference venue

3.1 Location of the Conference

The Conference will take place at the Convention Centre of the Pestana Bahia Hotel, which will be the main hotel for the event. It is a five-star beach-front hotel, surrounded by other hotels offering accommodation in different price ranges.

3.2 Conference facilities

The Convention Centre at the Hotel Pestana has an events area of 2,535 m², with a maximum simultaneous capacity of 2,400 people. It still has 25 auditorium style rooms with a maximum capacity of 600 people, and can take up to 1,200 people in the Jorge Amado hall. It has a very well equipped business centre and comprehensive audio-visual facilities. The city of Salvador has professionals specialising in international standard events.

All the facilities offered by the Hotel Pestana can be viewed at:
<http://www.pestana.com/PT/Hoteis/AmericaSul/Brasil/Bahia>.

4. Registration

4.1 Registration arrangements

Internet registration can be carried out at the site created exclusively for the 2nd World Coffee Conference: www.worldcoffeeconference.com. Registration is also possible by fax or mail via the site or using the forms which will be found in the publicity leaflets for the event. Payment will be by credit card or bankers' draft.

4.2 Registration rates/early bird rates

The registration rate has been set at US\$550.00. There will be a discounted registration rate of US\$450.00 until 30 June 2005 to encourage early registration.

4.3 Free places for ICO delegates/small number of places

Each ICO Member country will have the right to a completely free registration for two delegates. The ICO must previously have received the credentials of delegates wishing to avail themselves of this discount.

4.4 Conference website

The Conference website, which is already in operation, is located at:

www.worldcoffeeconference.com

On-line registration will be possible from 10 May 2005.

4.5 Conference leaflets

The first publicity leaflet on the Conference, in English, will be distributed at the ICO meetings in London between 16 and 20 May.

The second publicity leaflet will be produced as soon as the speakers' list and the social events are finalised.

4.6 Information booklet

Comprehensive information on the Conference (programme, registration, social events, hotel reservations, etc.) and on Salvador and Bahia can be found on the website. A copy of the booklet can be downloaded from the website.

5. Publicity/sponsorship

5.1 Publicising the Conference

Promotion of the event is already underway. During the Conference of the Specialty Coffee Association of America (SCAA), at Seattle in April, a MAPA delegation, AIBA and the ICO's Executive Director contacted producer countries present and specialty coffee associations from consumer countries and major industries in the sector.

The leaflet in English will be distributed at the ICO meetings in May and will also be distributed by international mailing following the meetings.

International postal and electronic mailings are also planned for the months of June, July and August. Direct mailing in Portuguese, targeted at the Brazilian public, will take place in June, July and August.

The Conference will also be advertised in the international and Brazilian specialist press, namely:

- International publications:
 - Coffee & Cocoa International – July;
 - Tea & Coffee Trade Journal – May, June and July;
 - Tea & Coffee Asia – June;
 - World Coffee Digest – May, June and July.
- Brazilian publications:
 - *Jornal do Café* (ABIC) – May/June and July/August;
 - *Revista do Café* – June;
 - *Anuário Brasileiro de Café* – July.

The above media, as well as others (for example, cooperatives' newspapers and Brazilian TV channels) will be the focus of action by the Conference media advisors, who are planning a trip by the Executive Director of the ICO, together with Dr. Linneu da Costa Lima, to the main newspapers and Brazilian TV in preparation for the event.

International and Brazilian agri-business events will also be used to publicise the event.

5.2 Sponsorship arrangements

There will be three main sponsorship categories: Diamond, Gold and Silver. Each will have a corresponding price and a wide range of benefits, namely advertising opportunities for the corporate sponsor. There are other types of sponsorship too, ranging from coffee breaks to note pads. **A description of the types of sponsorship is attached as Annex II to this document.**

Sponsorship prices and detailed conditions can be requested by e-mail from: marketing@worldcoffeeconference.com, and will be set out in a separate leaflet that will be selectively distributed as part of some general direct mailings and also in specific direct mailings to potential sponsors.

MAPA and AIBA, as well as the firms that have been hired, are contacting potential sponsors directly (by telephone, personal approaches, etc).

There will be a strategically-located exhibition area where products and services can be exhibited. A map of the stands and applicable prices can be requested by e-mail from: marketing@worldcoffeeconference.com.

6. Hotel reservations/travel arrangements

Hotel reservations and travel arrangements can be made directly on the Conference website.

6.1 Location of hotels

- Pestana Bahia Hotel
Rua Fonte do Boi n°. 216, Rio Vermelho,
Salvador, Bahia, Brazil.
- Hotel Blue Tree Towers,
Rua Monte Conselho n°. 505
Salvador, Bahia Brazil.
- Hotel Mercure,
Rua Fonte do Boi n°. 215, Rio Vermelho,
Salvador, Bahia, Brazil.
- Hotel Ibis,
Rua Fonte do Boi n°. 215, Rio Vermelho,
Salvador, Bahia, Brazil.

6.2 Flights/transfers

TAP operates international flights from Lisbon to the international airport in Salvador.

The main international airports in Brazil are in São Paulo and Rio de Janeiro, where participants can make flight connections to Salvador. Flights between São Paulo or Rio de Janeiro and Salvador take just under two and a half hours.

6.3 Field trip

There will be a field trip to a modern coffee-growing area of Bahia on Friday 30 September, the day after the end of the ICO meetings. It will be a one-day trip by air, with flight and lunch included, at a subsidized price of US\$200.00

7. Results of the Conference

The results of the Conference will be discussed at the 94th Session of the International Coffee Council, to be held in Salvador after the Conference, from 26 to 30 September 2005. The documents and minutes will be widely distributed to all the ICO Member Governments by CD-Rom and on the ICO website.

Detailed conclusions of the proceedings of the Conference will be prepared subsequently and presented to Member Governments. Ideas arising during the event will help to inform negotiations by Member Governments of the forthcoming International Coffee Agreement, which should enter into force in coffee year 2006/07.

Brasilia, 6 May 2005



2nd WORLD COFFEE CONFERENCE

LESSONS EMERGING FROM THE CRISIS: NEW PATHS FOR THE COFFEE SECTOR

24 and 25 September 2005 – Salvador/Bahia - Brazil

(PROVISIONAL PROGRAM)

Friday 23 September

Cocktail (20:00)

Cultural activity/musical show (21:30)

Saturday 24 September

Welcome to the Conference (10:00 - 12:30)

Chairman:	Minister of Agriculture, Livestock and Food Supply – Brazil H.E. Mr. Roberto Rodrigues
ICO Executive Director:	Mr. Néstor Osorio
President of Brazil:	H.E. Mr. Luiz Inácio Lula da Silva
Special Guests:	Heads of State and high-level representatives from 74 ICO Member countries; and other authorities
Lunch break (12:30 - 14:00)	Presidential lunch

Afternoon Session (15:30 - 18:00)

SESSION ONE

Moderator: Minister of Agriculture, Livestock and Food Supply – Brazil
H.E. Mr. Roberto Rodrigues

Subject: **Lessons emerging from the crisis**
(individual titles for each presentation to be confirmed)

Participation (in alphabetical order):

Mme Assouan Acquah – Conseiller Spécial du Premier Ministre,
chargée de l’Agriculture, Côte d’Ivoire

Ms. Carole Brookins – former United States Executive Director, World Bank

Mr. Douglas Burns – Senior Vice President, Global Beverages, Kraft Foods

Ms. Uschi Eid – Parliamentary State Secretary Federal Ministry for
Economic Cooperation and Development (BMZ), Germany

Mr. Gordon S. Gillett – Senior Vice-President, Nestlé

Mr. Keiji Ohta – Chairperson, All Japan Coffee Association

Brazilian speakers – to be confirmed

Sunday, 25 September

Morning Session (9:30 – 12:00)

SESSION TWO

Moderator: Executive Director, International Coffee Organization
Mr. Néstor Osorio

Subject: **Coffee policies in a market economy**
(individual titles for each presentation to be confirmed)

Participation (in alphabetical order):

Dr. Christopher Gilbert – Dipartimento di Economia Università Degli Studi
di Trento

Mr. Giuseppe Lavazza – Member of the Board, Luigi Lavazza SPA

H.E. Mr. Ali Said Mchumo – Managing Director, Common Fund for
Commodities

Mr. Robert F. Nelson – President and CEO, National Coffee Association, USA

Mr. Michael R. Neumann – Chairman of the Supervisory Board, Neumann Gruppe GmbH

Ms. Merling Preza – Gerente General Prodecoop

H.E. Mr. Roberto Rodrigues – Minister of Agriculture, Livestock and Food Supply

Mr. Gabriel Silva Luján – Gerente General, Federación Nacional de Cafeteros de Colombia

Brazilian speakers – to be confirmed

Afternoon Session (14:00 – 18:00)

SESSION THREE

Moderator: Minister of Agriculture, Livestock and Food Supply – Brazil
H.E. Mr. Roberto Rodrigues

Subject: **How to develop a sustainable coffee economy**
(individual titles for each presentation to be confirmed)

Participation (in alphabetical order):

Mr. Ernesto Illy – President, Institute for Scientific Information on Coffee

Mr. Bernard Petit – Direction générale du Développement, Commission européenne

Mr. Rick Peyser – President, Specialty Coffee Association of America

Mr. Stefano Ponte – Danish Institute for International Studies and Human Rights

Mr. Tatsushi Ueshima – President, Ueshima Coffee Company Ltd.

Ms. Lakshmi Venkatachalam – Chairperson, Coffee Board of India

Brazilian speakers – to be confirmed

Sponsorship Options

1. Main Sponsors

1.1 Diamond Sponsor

There will be a single **Diamond Sponsor** who will receive a number of publicity benefits in return for their investment in the Conference. It will:

- Sponsor the **Closing Banquet** on the night of Sunday 25 September;
- **Invite over 600 leaders of the coffee agribusiness sector** to take part in the Closing Banquet;
- Send out **Individual Invitations** to all the guests, speakers and delegates to the Closing Banquet (these invitations will be included with confirmation of registration);
- Make a **presentation of up to 15 minutes** on its product or service, with audio-visual and large screen equipment, before or during the banquet;
- Obtain **extensive visual coverage** for the company, which will be identified as the Exclusive Sponsor of the Closing Banquet on **banners** in the entrance and inside, and on **table tripods** featuring the name or logo of the company;
- Have a unique opportunity, without any further cost, to present its product or services in the best location in the exhibition: a **central island measuring 25m²**;
- Obtain **constant visibility during the Conference sessions** thanks to **two banners** at the front of the side walls of the main auditorium. Its **name will be mentioned at the beginning and end of each of the three sessions** and **its invitation to the Closing Banquet will be repeated by the Master of Ceremonies** at the beginning and end of the third session;
- Gain maximum publicity through **having its name featured in the direct mailings**;
- Gain extensive exposure by **having its name appear** on the final **publicity leaflet**, in **direct mailings**, in the **Conference programme**, on **screens** in the main auditorium and **banners** at the airport, hotel lobby and entrance to the main auditorium; and
- Complement exposure of its company by **having its literature included** in the document pack which participants will receive with confirmation of registration.

It will be able to maximise chances to contact clients by receiving **five completely free places** at all sessions, lunches, the Opening Reception and the Closing Banquet.

1.2 Gold Sponsor

There will be up to two **Gold Sponsors** who in return for supporting the Conference will:

- Sponsor the **Conference luncheon** in the Hotel Pestana's sea-view restaurants on day one or two of the Conference;

- Send out **Individual Invitations** to the luncheon to all speakers and delegates (the invitations will be included with confirmation of registration);
- Gain maximum visibility through a short **presentation** to those attending the luncheon, and **visual identification (banners on the doors of the restaurants and tripods on the tables** with their name or logo), and **an invitation** to the lunch at the end of the session preceding it **by the master of ceremonies** in the main Conference auditorium;
- Gain additional visibility by exhibiting its products and services on a **free 9m² stand**;
- Gain **constant exposure of its name at the Conference** on **two banners** in the middle of the side walls of the main auditorium, **in direct mailings**, the last **publicity leaflet, the Conference programme**, on the **screen** of the main auditorium and **banners** at the airport and lobbies of the hotel and the main auditorium; and
- Obtain further visibility thanks to **the inclusion of its literature** in delegate packs sent out with confirmation of registration.

As a **Gold Sponsor** the company will also receive:

- **Three free places at the Conference**, and
- **Verbal thanks** by the Master of Ceremonies at the beginning and end of each of the three Conference sessions.

1.3 Silver Sponsor

The **Silver Sponsors**, of which there will be three as a maximum, will have the following publicity opportunities:

- They will sponsor the **Opening Reception** or co-sponsor the **Folk Dinner** on the evening of the first day of the Conference;
- They will gain great visibility through **banners** in the entrance to the Folk Dinner and along the sides of the stage, and **will be thanked** at the beginning and end of the folk show. **Their name will also appear on the invitations**; and
- Their names will gain maximum exposure during the entire Conference by being displayed on **two banners** on the side walls of the main auditorium, in the **Conference programme, direct mailings**, the **screen** of the main auditorium and on Conference **banners** at the airport and in the hotel.

The **Silver Sponsors** will also receive:

- **Two free places at the Conference**;
- **Verbal thanks** during the sessions, and
- **Inclusion of their literature** in the Conference pack.

2. Other Sponsors

2.1 Sessions and Coffee Breaks

The three sponsors will have:

- **Their names or logos go up on the screens** between speeches at the relevant sessions;
- **Their names or logos featured on tripods** next to the coffee service; and
- **A free 9m² stand** to exhibit their products and services.

2.2 Transport to the Folk Dinner and Closing Dinner

The names or logos of the two sponsors will appear in the entrance to and interior of the coaches.

2.3 Event Pack

The names or logos of the sponsors will appear on the packs which the participants receive with confirmation of registration.

2.4 Note Pad

The name or logo of the sponsor will appear on the note pads to be included in the registration pack and/or will be distributed in the main Conference auditorium.

2.5 Other Opportunities

Other types of sponsorship, for example, hotel room gifts, shirts for support staff etc may be discussed with the organizers.

3. Further Information

For further information concerning sponsorship and stands please contact the organizers by e-mail at: marketing@worldcoffeeconference.com.