



Organización Internacional del Café  
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Organisation Internationale du Café

WP SGP No. 13/05

26 September 2005  
English only

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Steering Group on Promotion  
26 September 2005  
Salvador, Brazil

**Communication received from  
Agro Business Consulting Development**

### **Background**

The attached communication has been received from Agro Business Consulting Development for consideration by producing Members.

### **Action**

The Steering Group on Promotion is requested to note this communication.



**A Coffee-culture fair at  
Paris International  
AGRICULTURAL FAIR**

**Paris, 2006 Feb 26<sup>th</sup> - March 6th**

Paris, le 15/09/05

The International Agricultural Paris Fair (SIA) has got a on going stunning success through an original mix of public celebration, show and professional meeting attracting around 700 000 visitors every year. The whole agricultural world gathers here doing promotion, business, or lobbying. Over 100 000 professional and political visitors find a good reason to visit the fair. Numerous foreign delegation (more than 200), and large foreign stands (last year Brazil, China, European Community) confirm its international scope..

Next year, SIA will start a new sector, "coffee-culture" and proposed ICO to join it. As far as it can get producing countries support it could be a fantastic opportunity to:

- get a huge public promotion to develop coffee consumption in Europe,
- set up the first Coffee-culture show ever realized at worldwide level,
- may be to capitalize on a major and federative fair for ICO.

The Coffee Cultureshow should include:

➤ **Stands:**

- An important presence of producing countries as to show the coffee organoleptic and cultural large landscape.
  - A "professional" sector including machines and services devoted to the coffee producer and exporter
  - A "public" sector" orientated including the European Coffee Industry (roasters, domestic espresso machines, Pods ...)
- **A Bar** where barista competition and cooking competition should show new ways of drinking and eating coffees,
- **A didactic space** devoted to an organoleptic cupping coffee laboratory,
- **Conferences and lectures program** orientated towards the coffee grower and the institutional Market.

This fair will be a success as long as:

- it gets a clear acknowledgment of European consumers
- it succeeds in organizing a genuine coffee-culture fair where the manager of an African cooperative could meet an Asian colleague, a South American equipment manufacturer might find new clients around the tropical Coffee World and altogether fly back to their own country with the idea of coming again to the next edition.

At this stage, a draft budget is a somewhat delicate exercise. Before taking into account any possible subsidy (France, European Community), after having shared the animation and development costs by square meter, assuming producing countries will book around 500 m<sup>2</sup> and product and services companies 600 m<sup>2</sup>, cost for fully equipped and serviced stands should be roughly charged as follows:

12 m <sup>2</sup>	7 500 €
20 m <sup>2</sup>	12 000 €
40 m <sup>2</sup>	23 000 €

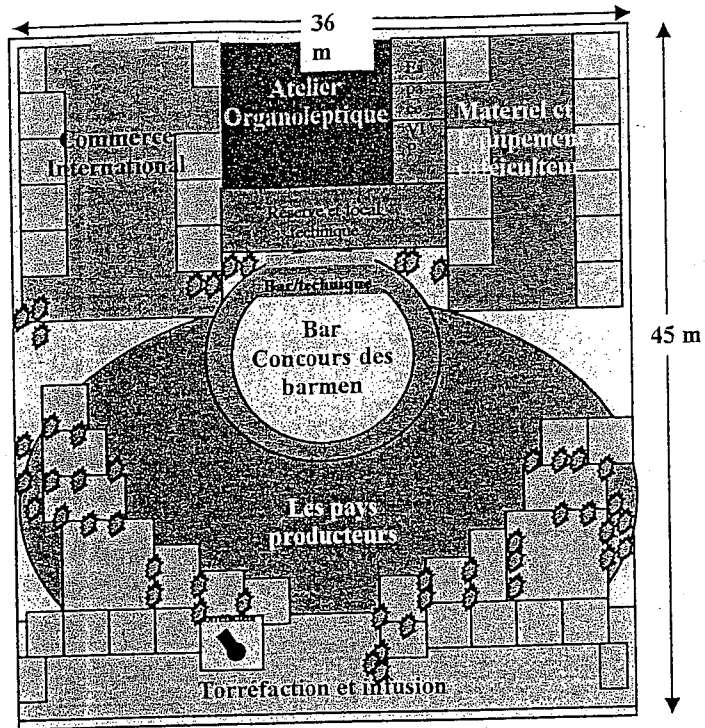
In case, ICO will be in position of contracting a global space with SIA, it will become the happy owner of a fantastic internal and external promotion tool able to get its one resource and to bring a clear contribution to the generic coffee promotion.

**A.B.C.D.**

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SARL au capital de 10 000 €  
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	Green Coffee professionals	European professionals (Roasters, Institutional Market, Retail)	General Public
Stands	Equipment and machines for coffee growers	Coffee growers stands	
	Engineering and services (European ports, market info., quality control, agronomic services, etc...)	Domestic coffee machines	
Lectures and forums	Coffee, quality vs productivity? New trends and botanic developments		
	Labels and quality seals, enforcement and marketing		
	Coffee, Rural economy and Agrotourism		
	Coffee, and sustainable development		
	Will Coffee world trade follow the scheme of wheat, corn and other northern products?		
	Coffee consumption fall, a fatality or a lack of imagination?		
	Coffee in Hotels, restaurants and bars		
	Coffee menu, a new selling alternative		
Animations	Fair trade, good intentions and collateral damages		
	Barmen and Chefs competition		
	Organoleptic laboratory		
	Didactic space dedicated to coffee growing		
	Coffee Passport		
		Coffee and health	
		Join the Stock!	