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**Statement by the Delegate of Ethiopia
to the 111th Session of the
International Coffee Council
on 9 September 2013**

H.E. Mr José Ángel López Camposeco, Chairperson of the International Coffee Council,
My good friend Mr Robério Oliveira Silva, Executive Director of the International Coffee
Organization,
Chairpersons, Vice Chairpersons and alternates of several Consultative Forums,
Distinguished Delegates from all Member Governments and ICO observers,
Ladies and gentlemen,

Allow me to start by congratulating the people and the Governments of Brazil and of the
State of Minas Gerais for the wonderful job they have done in hosting the 111th Session of
the International Coffee Council and the commemoration of the 50th anniversary of the
Organization. My delegation wishes to convey its heartfelt appreciation for the facilities
made available to us since we arrived in Belo Horizonte.

I would also like to thank all office holders for the job well done over the last two years.
Because of your dedication and commitment, our Organization is getting stronger by the
year. As someone who worked on the coffee industry for a number of years, it is indeed a
great personal pleasure for me to be part of this great commemoration, leading the
Ethiopian delegation.

I would also like to thank the leadership of the Organization and the office holders, for
identifying very pertinent issues for deliberation at this year's Council Session. I would
particularly like to commend the emphasis put this year on the important issue of
promotion and market development. In Ethiopia, we have realized the importance of
market development and have undertaken a grand initiative to develop a world-class
market place by setting up the Ethiopian Commodity Exchange Market (ECX). Before ECX

was established agricultural markets in Ethiopia were characterized by high costs and high risks of transactions, forcing much of Ethiopia into global isolation. This had a serious negative impact for small-scale farmers, who produce 95% of Ethiopia's coffee as they came to market with little information, and were at the mercy of merchants in the nearest and only market they know. ECX has now empowered them by leveling the playing field.

We believe our focused effort to improve the coffee industry would help us claim our right place in the global coffee trade. Given the fact that Ethiopia is first in Africa in terms of coffee production and eighth major supplier of coffee in the global market, our share of the global coffee trade is unsatisfactory. That is why we are working hard to claim the right price for our coffee by working on branding, quality improvement and marketing issues. Let me take this opportunity to encourage distinguished Council Members to support the revised proposal on Valorization of the Ethiopian coffee for marketing improvement.

Mr Chairman,

We would like to share Ethiopia's experience with all Member countries and stakeholders and that is why it gives me a distinct pleasure to announce Ethiopia's offer to host the 2015 meetings of the International Coffee Council and its subsidiary bodies. As you would surely appreciate, there is no better place than the birthplace of coffee to deliberate on issues affecting global coffee trade. With Ethiopia hosting the 2015 meetings, delegates will have a unique experience as they immerse themselves into centuries of old Ethiopian coffee culture. In Ethiopia, coffee is not a quick pickup and not a cup of something to grab on the run. Rather its ceremonial drinking is a time to exchange news and well wishing with friends and relatives to express respect to elders and to appreciate the blessing of life. Coffee is the most widely consumed stimulant beverage in Ethiopia. About 50% of the total produce is consumed locally. The annual per capita consumption of coffee in Ethiopia is about 2.4 kg. This is comparable to the consumption level of the leading coffee consuming countries.

Delegates will also get a chance to experience the unique Ethiopian coffee ceremony, where coffee is roasted, ground and brewed. This ceremony, central to Ethiopian lifestyle, is indiscriminately playing a pivotal role in the Ethiopian culture of hospitality, as it is widely used in events, whether for celebration or mourning, and also to ward off drowsiness. In all parts of the country inviting guests for coffee is considered a godsend opportunity to do well.

A meeting in Ethiopia would also offer a chance to learn about the incredible pool of coffee genetic diversity in Ethiopia. Due to the endowment of well-defined growing areas with soils, altitude, rainfall, temperature, etc., suitable for coffee, Ethiopia is the center of genetic diversity. Most Ethiopian coffee is identified by its distinct and characteristic flavor, aroma

or taste. In fact, since both geographical and flavour appellations are not yet fully known, many more invaluable entries are awaiting further research work. There is also no better place to talk about the economic value of coffee as more than 15 million people derive their livelihoods from the coffee industry. Coffee also contributes to the lion's share of export earnings of the country, contributing to more than 26% of total export earnings in 2011/2012.

Mr Chairman,

Should Ethiopia be offered the privilege of hosting the 2015 meetings, delegates here can be assured of a spectacular event. As the capital of Africa, Ethiopia hosts a number of international Forums, including a regular yearly Summit of the African Head of State that draws close to 10.000 delegates. Ethiopia has also hosted the EAFCA/AFCA Conference and Exhibition twice, the World Economic Forum, the ECCASA International Conference on Health. Moreover, last month, my Ministry had the pleasure of hosting the 2013 AGOA Forum, welcoming high level Ministerial delegations from 39 countries and more than 15 international organizations.

We are highly privileged by the existence of world standard conference centers, such as the African Union Conference Center (AUC), the United Nations Economic Commission for Africa Conference Center (UNECAC) as well as the Million Hall, which are capable of hosting such events.

A meeting in Ethiopia also promises an incredible touristic experience. In addition to the sheer scale of its physical beauty, Ethiopia's proud and colourful cultures, its wonderful climate, its ancient and medieval monuments, its old and rich civilization, and natural and manmade touristic attractions to mention a few, make Ethiopia a great place to hold a meeting.

Mr Chairman,

I hope I have been able to make a strong case why this Council should seriously consider Ethiopia's generous offer to host the 2015 World Coffee Conference. My delegation will be happy to answer any question Member countries may have in this regard over the course of the next few days.

With that, let me conclude by welcoming you all to the place where it all started: to the birthplace of Arabica coffee and the origin of mankind: Ethiopia.

I thank you all.