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INTERNATIONAL
COFFEE
ORGANIZATION

ICC 111-9

27 August 2013
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International Coffee Council
111th Session
9 – 12 September 2013
Belo Horizonte, Brazil

4th World Coffee Conference

Communication from Italy

Background

The attached communication has been received from the Government of Italy informing the Executive Director of its interest in hosting the 4th World Coffee Conference in Milan during the World Expo 2015.

Action

The Council is requested to consider this invitation.



Italian Embassy
Economic Department
London

London, 26 AUG 2013
Prot. n. 1565

Dear Roberto,

It was a pleasure meeting you and the staff of the International Coffee Organization at your office last Friday 23rd August and I would like to thank you also for the opportunity to introduce myself on that occasion.

With regard to our conversation I am very pleased to forward to you the official letter of the Italian Government, signed by the Italian Prime Minister Mr. Enrico Letta, offering to host the World Coffee Conference in Milan during the World Expo 2015.

I sincerely hope that the Italian offer to host the World Coffee Conference will be positively taken into consideration by the International Coffee Organization Council.

Yours sincerely,
Dante Brandi
First Counsellor
Head of Economic Department
Italian Embassy, London

Mr. Robério Oliveira Silva
Executive Director
International Coffee Organization
22 Berners Street
London W1T 3DD



*Il Presidente
del Consiglio dei Ministri*

Presidenza del Consiglio dei Ministri
UCD 0001235 P-4.1.6
del 23/08/2013



Dear Mr Director,

I have the pleasure to submit to the International Coffee Organization the official offer of the Italian Government to host the World Coffee Conference in 2015.

As you are aware, Italy has the honour to organize from May to October 2015 in Milan the World Expo, under the main theme "Feeding the planet. Energy for life". EXPO Milano 2015 will advocate the access to safe, sufficient and balanced diet for all as a basic human right.

The World Expo will represent an extraordinary opportunity to address the issues of food security and sustainable development, through innovative solutions, coming from international public and private partners. 131 Countries and International Organizations have already confirmed their participation. Corporate partners are joining, to take this unique opportunity to present their innovation potential to more than 20 million visitors. Italy is investing in designing and implementing a new concept of World Expo: light - touch, green, sustainable, forward-looking and attractive to visitors.

In order to enhance the significance of the international contribution to Expo Milano 2015, we have developed an innovative participation model based on "Clusters", regrouping under a similar thematic and architectural project a number of Countries, focusing on a strong, representative and shared theme. Within this framework, a major "Cluster" will be focused on coffee, as a vital resource and one of the most widely traded commodities. The "Coffee Cluster" has raised substantial interest from relevant producing Countries, as well as private partners and global leaders within this sector.

Mr Robério Oliveira Silva
International Coffee Organization
Executive Director

Thus, I am convinced that organizing the World Coffee Conference in Milan in 2015, during the World Expo, will foster the international exposure of the meeting and will also represent an important added value for the World Expo itself, through effective synergies. Relevant public and private partners, as well as local institutions, have already granted their support to this ambitious endeavour, which would further enhance the success of both events.

I sincerely hope to receive a positive feedback to our request.

A handwritten signature in cursive script, appearing to read 'E. U. U.', located in the lower right quadrant of the page.