



MILANO 2015

NUTRIRE IL PIANETA
ENERGIA PER LA VITA

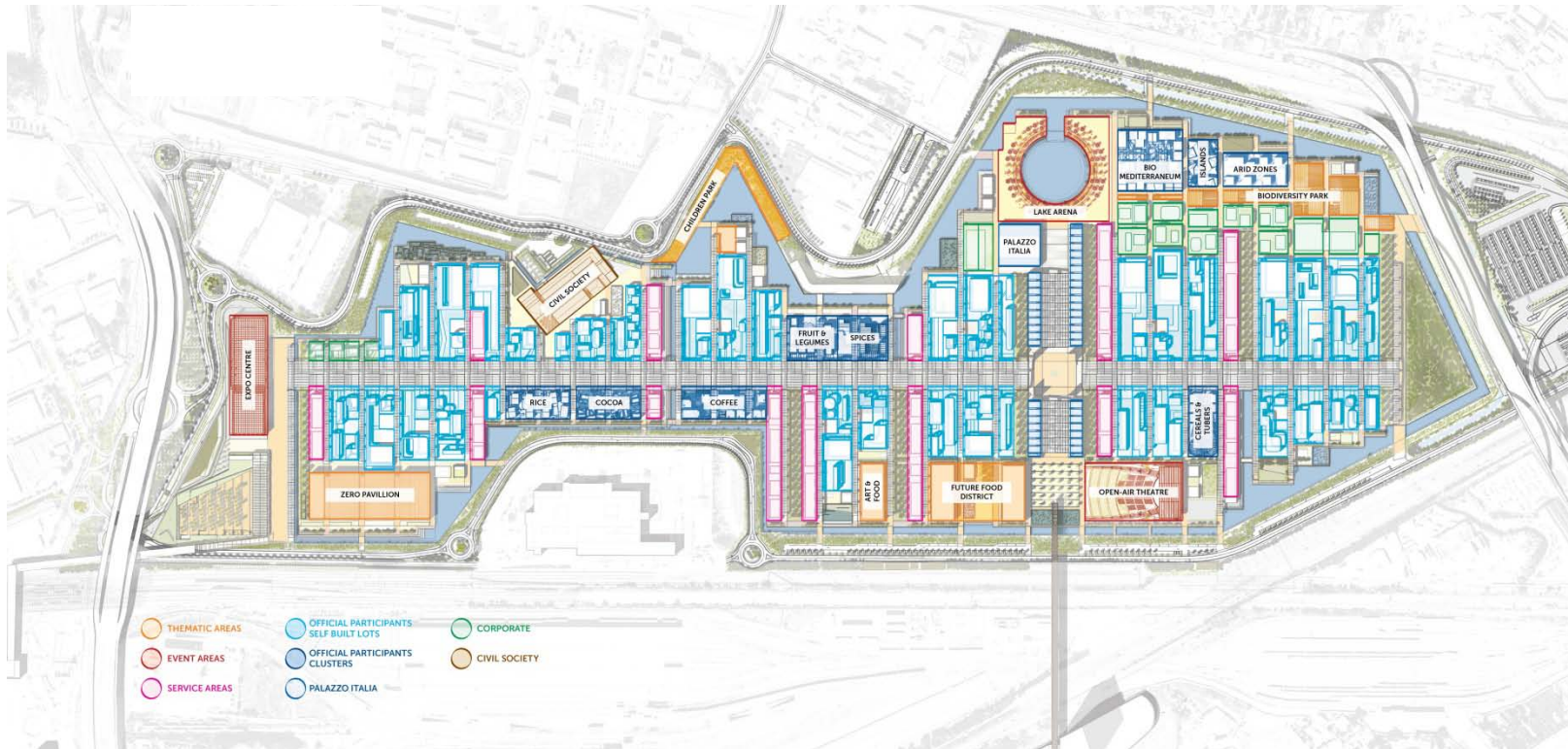


GLOBAL COFFEE FORUM & INTERNATIONAL COFFEE DAY

ICO Council
September 22nd, 2014



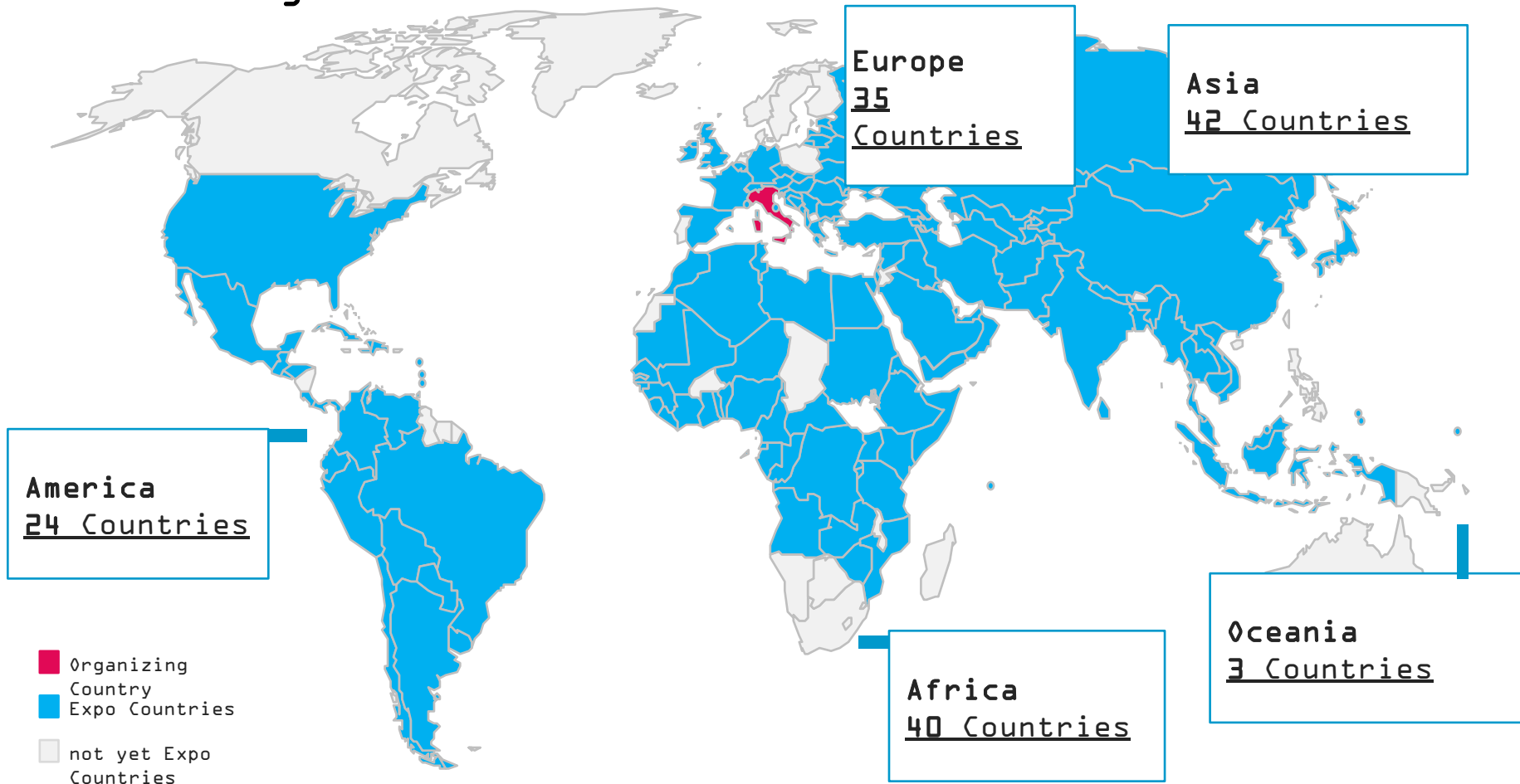
EXPO MILANO 2015
EXPO MILANO AT A GLANCE



- **Date: 1 May - 31 October 2015**
(184 days)
- **Exhibition Site Area: 1 million square metres**
- **Public investments for the Event: around 1.3 billion Euros**
- **Private sector contribution: around 0.5 billion Euros**
- **Official Participants investments: around 1 billion**

147 Official Participants to date (and 133 Commissioners General appointed)

- **144 Countries** (6.7 bn Citizens: 93.5 % of world population)+
United Nations, EU
- **114 Signed Contracts**



EXPO MILANO 2015

A CHALLENGING THEME

A close-up photograph of a pair of weathered, brown hands cupping a small, vibrant green plant with several leaves. The plant is growing out of a mound of dark, rich soil. The background is blurred, showing what appears to be a metallic surface with a circular hole.

Expo Milano 2015
FEEDING THE PLANET, ENERGY FOR LIFE
*"Is it possible to ensure sufficient,
good, healthy, suitable food for
all?"*

A great opportunity to strengthen dialogue and cooperation to improve the quality of life of the world citizens, in strict connection with the United Nations Millennium Development Goals



One of the most INNOVATIVE FEATURES of Expo Milano 2015 will be

THE CLUSTER PARTICIPATION MODEL

Clusters are joint pavilions where Countries will be aggregated
for the first time

by THEME

instead of geographical criteria as in previous Expos

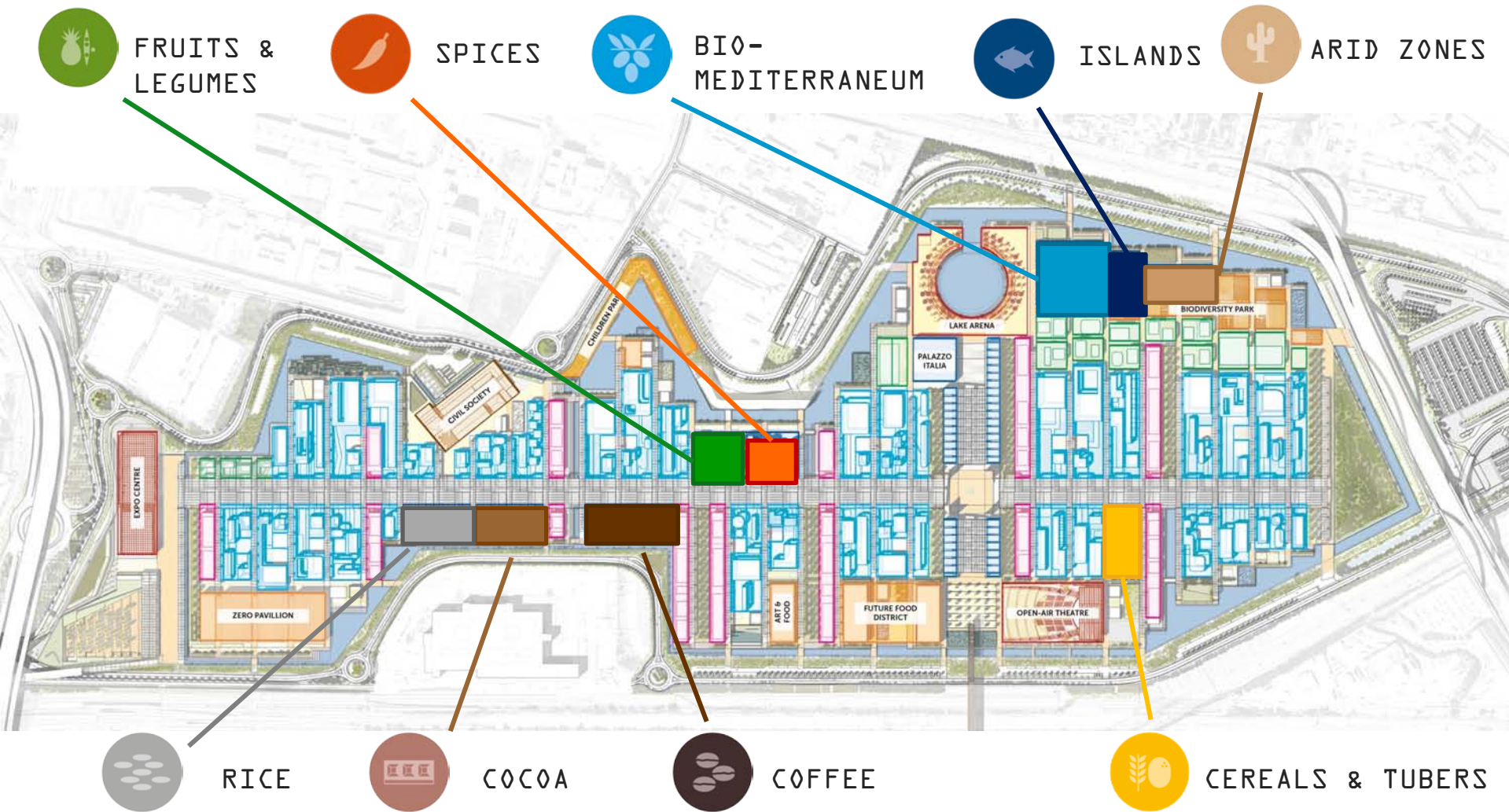
The Cluster model will promote dialogue and
cooperation common issues and shared identity traits

Participation of Developing Countries is encouraged



EXPO MILANO 2015

9 THEMATIC CLUSTERS



Each Cluster will have
exhibition spaces for
participating Countries
positioned around a common area



THE CLUSTERS MEMBERSHIP: 66 COUNTRIES + 2 INTERNATIONAL ORGANIZATIONS representing at least 14 countries



RICE

BANGLADESH
MYANMAR
SIERRA LEONE
CAMBODIA
LAOS



COFFEE

BURUNDI
YEMEN
EL SALVADOR
ETHIOPIA
GUATEMALA
KENYA
COSTA RICA
RWANDA
UGANDA



FRUITS AND LEGUMES

BENIN
DR CONGO
GAMBIA
GUINEA
KYRGYSTAN
UZBEKISTAN
ZAMBIA
EQUAT. GUINEA



ISLANDS, SEA AND FOOD

COMOROS
CAPE VERDE
GUINEA BISSAU
MALDIVES
CARICOM



CEREALS AND TUBERS

BOLIVIA
CONGO
HAITI
MOZAMBIQUE
TOGO
ZIMBABWE



BIOMED

ALBANIA
ALGERIA
GREECE
LEBANON
LYBIA
EGYPT
MONTENEGRO
SAN MARINO
SERBIA
MALTA
TUNISIA



ARID ZONES

ERITREA
MAURITANIA
PALESTINIAN NAT.
AUT.
SENEGAL
MALI/JORDAN
MONGOLIA/SUDAN
NIGER/SOMALIA



CACAO

CAMEROON
CUBA
GHANA
SAO TOMÉ E PRINCEPE
GABON
COTE D'IVOIRE



SPICES

AFGHANISTAN
TANZANIA
VANUATU
BRUNEI DARUSS.
PIF





One of the Clusters will be entirely dedicated
to Coffee

4,427 SQM TOTAL AREA

OF WHICH:

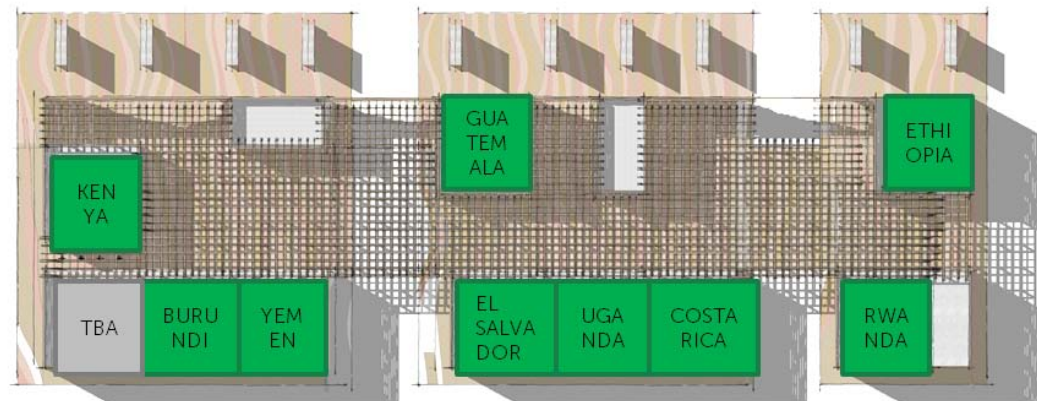
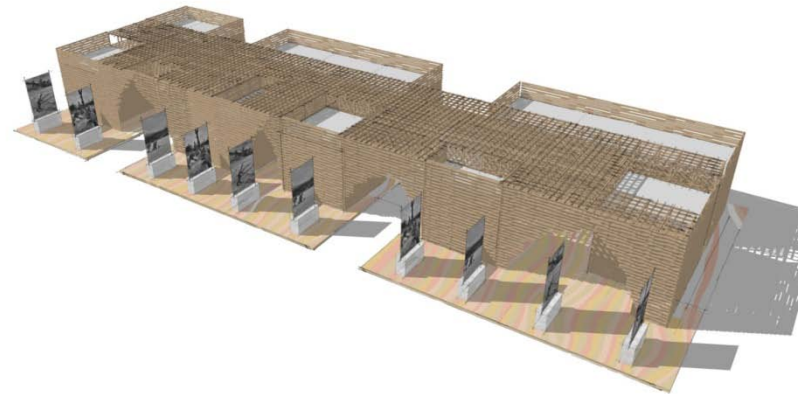
- 1,250 SQM FOR INDIVIDUAL EXHIBITION SPACES
- 3,000 SQM FOR THE COMMON AREA





Cluster Membership: 10 important coffee-producing countries

- BURUNDI
- YEMEN
- EL SALVADOR
- ETHIOPIA
- GUATEMALA
- KENYA
- COSTA RICA
- RWANDA
- UGANDA





The visitor will experience the whole coffee value chain, from the coffee plants to the roasting processes

- Architecture inspired by the traditional way to cultivate coffee
- Photo and artistic exhibition
- Tasting sessions
- Markets and bar
- Events





THE CLUSTER PROJECT
THE COFFEE CLUSTER
WORK IN PROGRESS



GLOBAL COFFEE FORUM & INTERNATIONAL COFFEE DAY



ICO agreed with Italy's request to be given the chance to host the 1st **Global Coffee Forum**, given that it would host Expo Milano 2015.

Additionally, ICO agreed to celebrate the **FIRST INTERNATIONAL COFFEE DAY (ICD)** in Milan on October 1st 2015.

An **Preparatory Committee** for GCF & ICD has been set up:

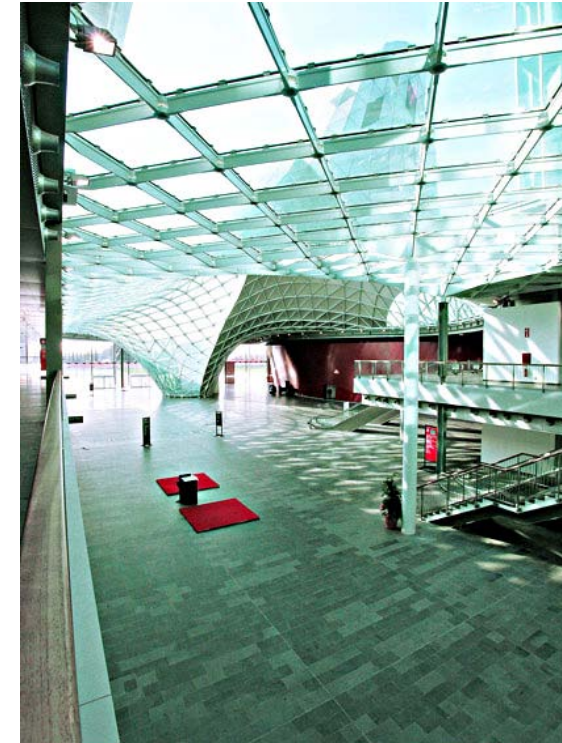
- Chaired by Minister of Agriculture and Forestry, Mr. Martina
- Members: representatives from relevant Ministries, private sector, Expo 2015 Company, Finceliliana Company.

FIERA MILANO Congressi will be in charge of the organization of the event

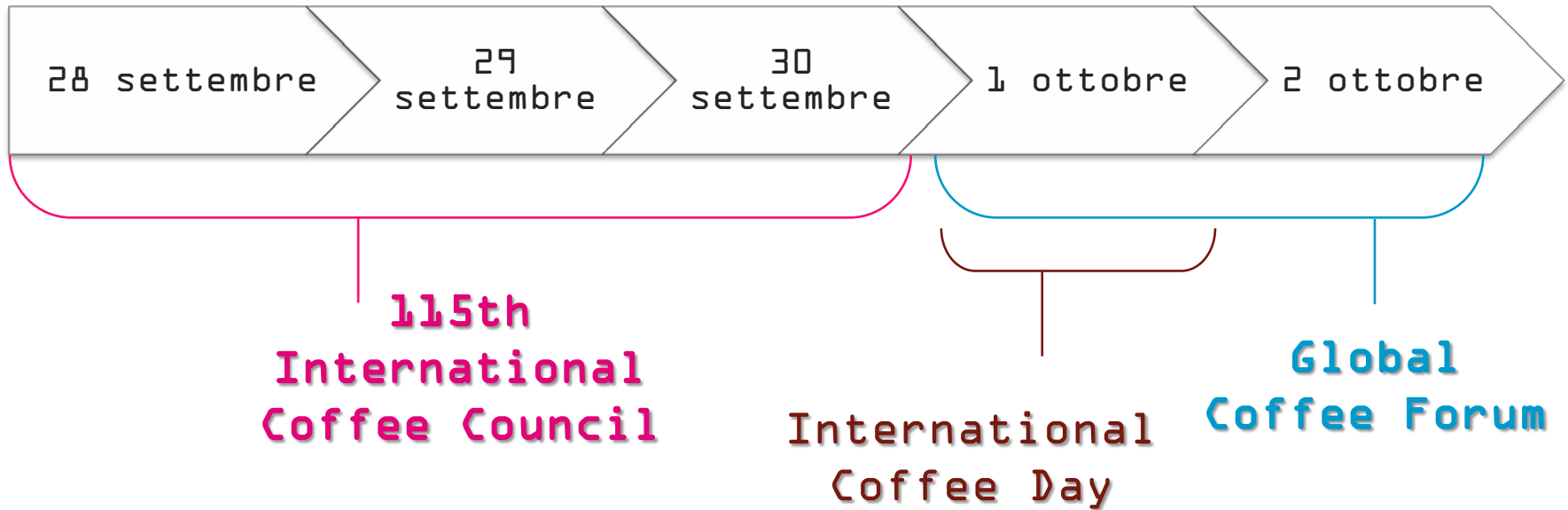


STELLA POLARE CONGRESS CENTER

- Designed by Massimiliano Fuksas, is located within one of Europe's largest exhibition centres
- Directly connected to Expo Site
- Its Level 0 has 4 different spaces that can become one, with a total of 1250 square meters and 980 seats
- Innovative and flexible forms
- Highly advanced technological equipment



THE PROGRAMME



On the basis of the

*Promotion & Market Development Committee's
Plan**

approved by ICO Council (September 2012)

CONTENT will be developed around 3 pillars:

- PLEASURE
- HEALTH
- SUSTAINABILITY

* <http://dev.ico.org/documents/pm-18e-plan-promotion.pdf>



Fiera Milano & Expo, in collaboration with ICO, will define a detailed program for the Global Coffee Forum.

To this aim, indications by ICO are required on:

- GOALS
- TARGET PUBLIC
- FORMAT



PROPOSAL FOR THE INTERNATIONAL COFFEE DAY



TARGET

- General Public

WIDESPREAD PRESENCE

- Expo site
- Coffee Cluster
- City of Milan

MULTI EXPERIENCE PRESENCE

- Expo site guided tours & events
- Coffee itinerary in the Expo site

STRONG SOCIAL MESSAGE

Thanks to the Partnership with
Oxfam



INTERNATIONAL COFFEE DAY WIDESPREAD PRESENCE



■ EXPO SITE

■ COFFEE CLUSTER

■ THE CITY OF MILAN ➔

Celebrations will also take place in strategic places of Milan:

- Via Dante
- EXPO Gate
- EXPO InfoPoints throughout the city



INTERNATIONAL COFFEE DAY

WIDESPREAD PRESENCE



Photo Exhibition in Via Dante

During the Week, Via Dante will change its face becoming a suggestive walk into the culture of coffee, with a photographic exhibition.

The exhibition will be an occasion to catch people walking in the very centre of Milan, creating awareness on Oxfam initiative and on the Milano Coffee Week.



Oxfam is a Civil Society Participant of Expo Milano 2015

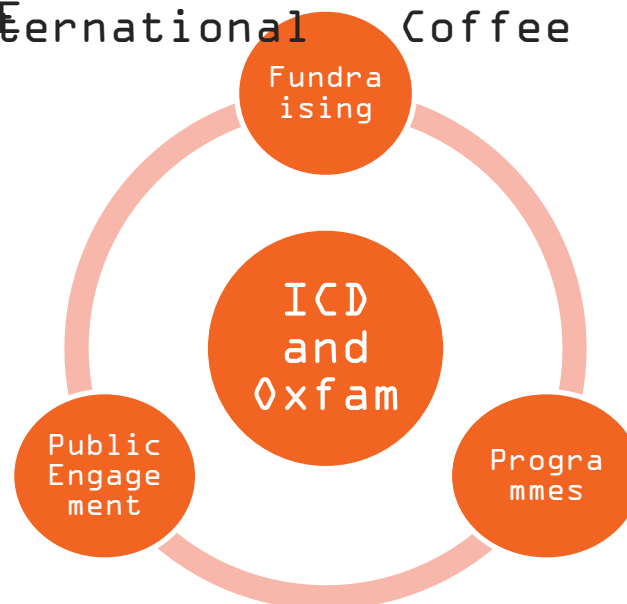
Oxfam has great expertise in projects in rural areas related to the production of commodities, including coffee.

One of leading CSOs, Oxfam contributes to global ~~OXFAM PROMOTES SUCH FOR A GOOD CAUSE~~ International Coffee Agreement.

This proposal integrates several perspectives and tools:

- Fundraising
- Communication/visibility
- Awareness

with the goal of building participation and adherence to the first International Coffee Day promoted by ICD



FUNDRAISING

■ “Caffè sospeso” campaign

“Caffè sospeso” is a well-known Neapolitan tradition born of philanthropy and solidarity. A customer orders a “caffè sospeso”, and pays for 2 coffees but receives only 1, so that when a needy person comes into the bar, she receives the coffee free, courtesy of the kindly previous customer



■ A “virtual caffè” for Oxfam

An **application**, connected to a virtual multimedia platform, will allow a donor to leave an imaginary caffè sospeso for a beneficiary of Oxfam's projects



Funds raised could benefit Oxfam's work in key areas:

- Smallholder farmers' organizations support
- Training, Technical Assistance, Credit, Organizational development, Market Access, Policy Dialogue with governments & institutions
- Analysis, research and consumers' engagement



PUBLIC ENGAGEMENT AND PROGRAMMES

- Edutainment and fundraising events in the Coffee Cluster will be organized during Expo and in particular in the days before the International Coffee Day.
- A larger event will be jointly organized October 1, 2015 for the celebrations of the first International Coffee Day.





MILANO 2015

Thank You

