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INTERNATIONAL
COFFEE
ORGANIZATION

ICC 112-6

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International Coffee Council
112th Session
3 – 7 March 2014
London, United Kingdom

4th ICO World Coffee Conference

Proposal received from Ethiopia

Background

1. During its 111th Session in Belo Horizonte in September 2013, the Council decided that any Member Government wishing to hold the next Conference and/or a future session in its territory should submit a proposal for hosting the Conference in writing to the Executive Director by 31 December 2013. The Executive Director circulated document ED-2168/13 in October 2013 and its revision in November 2013 requesting interested Members to submit a written proposal including information about the vision for the Conference, proposed dates and location, plans for organizing and marketing the event, and availability of resources for holding the Conference, bearing in mind that World Coffee Conferences are self-financing.

2. This document contains a letter of intention and a proposal received from the Government of Ethiopia further to its communication informing Members about its interest in hosting the 4th World Coffee Conference in Addis Ababa (see document [ICC-111-10](#)). The proposal is being circulated in an [electronic format](#) only in view of the length of the document.

Action

The Council is requested to consider this proposal.



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Federal Democratic Republic of Ethiopia
MINISTRY OF FOREIGN AFFAIRS

ቀን 27 DEC 2013
Date
ቁጥር
No. 114/6/13

Mr. Roberto Olivera Silva
Executive Director
International Coffee Organization
27 Berners Street
London WIT 3DDd
United Kingdom

Your Excellency,

Subject: The 2015 Fourth World Coffee Conference;

I have the honour to present a bid of Ethiopia to host the Fourth World Coffee Conference in 2015, which will be an opportunity to showcase our country. As you would surely appreciate, there is no better place than the birthplace of coffee Arabica to deliberate on issues affecting the global coffee sector. With Ethiopia hosting the 2015 Conference, delegates will have a unique experience as they immerse in centuries old Ethiopian coffee culture.

In Ethiopia, coffee is not a quick pick-up and not a cup of something to grab on the run. Rather, its ceremonious 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 percent of the total produce is consumed locally. The annual per capita consumption of coffee in Ethiopia is about 2.4 kilograms. Certainly, this is comparable to the consumption level of the leading coffee consuming countries.

I am very sure that 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 widely playing a pivotal role in the Ethiopian culture of hospitality as it is widely used in get-together for celebration or mourning and to ward-off drowsiness. In all parts of the country serving coffee for guests is considered as a God-sent opportunity to do well.

I have further the honour to inform you that holding a coffee conference 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 coffees are identified by their distinct and characteristic flavor, aroma or taste. In fact, as both geographical and flavor 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 in my country. Notably, coffee contributes to the lion share of export earning of the country contributing to more than 26 percent of total export earnings in 2011/2012.

If Ethiopia is offered the privilege of hosting the 2015 Conference; I can assure you that the Conference will be a spectacular event. As the capital of Africa, Ethiopia hosts a number of international forums, including a regular yearly Summit of the African Heads of State and Government that draws close to 10,000 delegates. Also, Ethiopia has successfully hosted the East African Fine Coffees Association (EAFCA) and the African Fine Coffees Association (AFCA) conferences and exhibitions, the World Economic Forum (WEF), the International Conference on AIDS and Sexually Transmitted Infections in Africa (ICASA), to mention few. Moreover, few months ago, my country had a pleasure of hosting The 2013 African Growth and Opportunity Act (AGOA) Forum, welcoming high level Ministerial delegation from 39 countries and more than 15 international organizations.

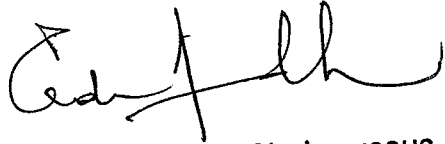
We are highly privileged by the existence of world standard conference centers, such as African Union Conference Center (AUCC), United Nations Conference Centre located at the Headquarters of the United Nations Economic Commission for Africa (UNECA) as well as Millennium Hall, all ultra- modern building combining architectural elegance which is designed to cater for all occasion and sizes, with sheer practicality, the utmost comfort and a very latest technology ensuring that participants remain internationally connected during their time in Ethiopia.

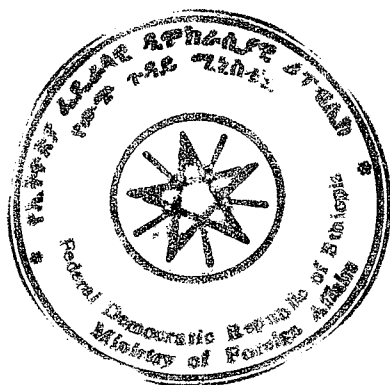
I would like to reassure you that a meeting in Ethiopia also promises an incredible touristic experience. In addition to the sheer scale of its physical beauty, Ethiopia's proud and colorful cultures, its wonderful climate, ancient and medieval monuments, old and rich civilization, and natural and manmade touristic attractions to mention a few, make Ethiopia a great place to hold such a magnificent conference. I have further the honour to assure you that participants of the event can take time to explore Ethiopia's historical sites and museums within the country where all the cities and many more have a direct flight connection to the capital.

I hope the above serves the better understanding of our bid and it is my conviction that the Council of International Coffee Organization will seriously consider Ethiopia's generous offer to host the 2015 World Coffee Conference. We would be more than pleased to welcome all delegates of the Conference to Ethiopia and witness the birthplace of coffee at firsthand. I am looking forward to hearing the Council's endorsement of Ethiopia's request to host the 2015 World Coffee Conference

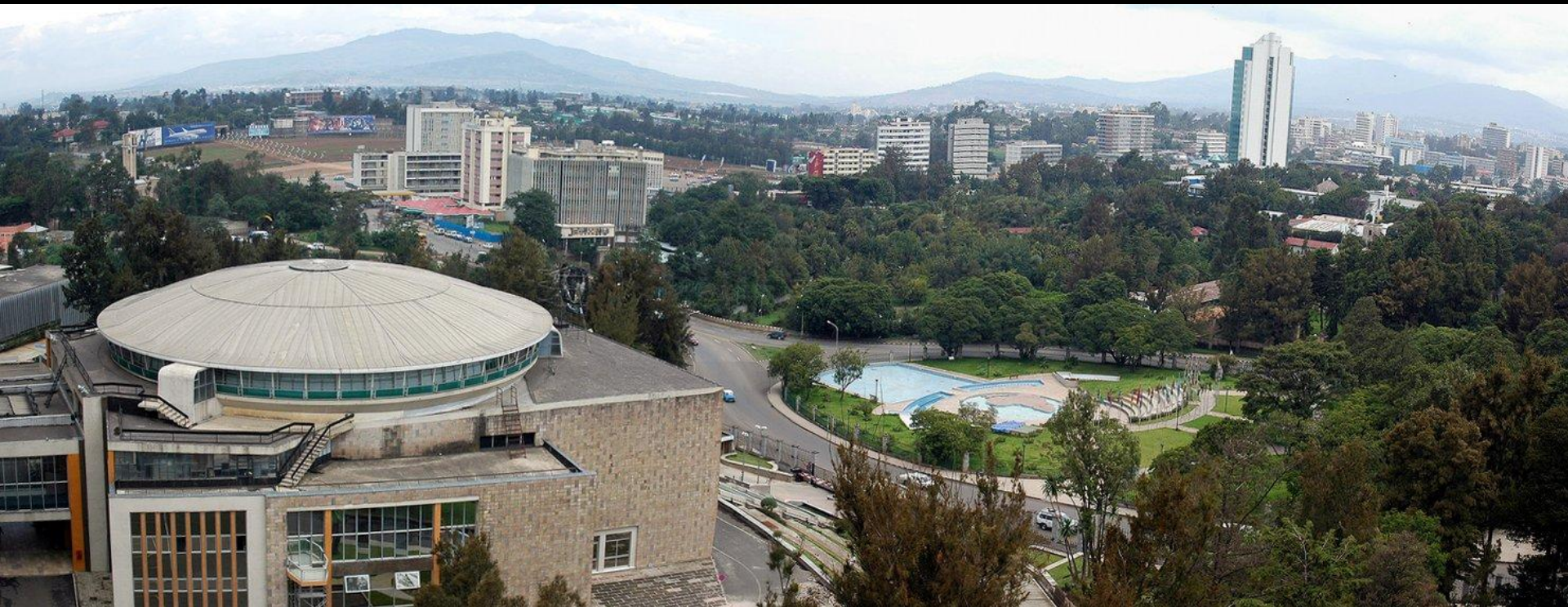
Pease accept, Your Excellency, the assurances of my highest consideration.

With my very best personal regards,


Tedros Adhanom Ghebreyesus (PhD)
Minister



Addis Ababa, A Rising Hub for Global Conferences



Bid to host the 2015 World Coffee Conference

Coffee, Ethiopia's gift to the world



- Ethiopia is widely believed to be the birthplace of coffee
- Legend has it that coffee was accidentally discovered by Kaldi, a goat herder who lived in Ethiopia. One day, Kaldi observed his herd of goats chewing on red cherries from a tree he had never noticed before, after which they became energised.

Ethiopia... the birthplace of coffee

- After trying them himself, Kaldi brought the cherries to a local monastery, where the monks tossed them in the fire as they disapproved of the idea of using the strange fruit. Instead of burning the beans, it actually roasted them. Those roasted beans were used to create the first coffee.
- From Ethiopia, coffee cultivation and consumption spread over centuries to the Arabic world and India. Europeans began drinking coffee in the 1600s.

2015 World Coffee Conference

- The conference will bring together high-level government officials, senior members of the private sector and specialist experts to identify and address matters of common concern.
- By convening the conference in Ethiopia and in the continent of Africa, participants will be able to explore new ideas and horizons on ways of addressing common concerns in the coffee sector.
- As a long-standing member of the ICO Ethiopia values the proceedings of the past Conferences that took place in the UK, Guatemala and Brazil.
- Where else would you host the 2015 World Coffee Conference other than the birthplace of coffee? And for the first time, to be held in Africa!

Why Ethiopia?



Major coffee producers. The top ten coffee producers are shown in yellow. Image courtesy of National Geographic Society.

- Africa accounts for more than half of the ICO member-producing countries and has a long tradition of consultation through its continental organization the Inter-African Coffee Association.

Why Ethiopia?

- Ethiopia's long history with coffee makes it the ideal host of the 4th World Coffee Conference.
- Addis Ababa is commonly known as the capital city of Africa and is the headquarters of the African Union.



Why Ethiopia?

- The coffee community from around the world will have a hands-on understanding on one of the most important coffee producing continents – Africa.

Why Ethiopia?

- Ethiopia is the world's fifth largest coffee producer and Africa's top producer, with estimated 500,000 metric tons during the coffee or marketing season for F/Y 2012/2013.

Why Ethiopia?

- Half of the produced coffee is consumed locally. With a per capita consumption of 2.40kg, Ethiopia leads the African continent in domestic consumption. And up to 20% of the population, directly or indirectly, for generations, depend on coffee production and trading for a living.
- Ethiopia would also offer a chance to learn about the incredible pool of coffee genetic diversity, of which most of them are identified by their distinct and characteristic flavor, aroma or taste.

Why Ethiopia?

- Coffee is the most significant agricultural produce in the Ethiopian economy.
- More than 15 million people grow the crop for a living, hundreds of thousands of middlemen are involved in the collection of the crop from farmers and supply to the export and domestic market.
- A sizable amount of foreign exchange, accounting up to 30% of the total yearly export income, is derived from coffee.

Why Ethiopia?

- The Ethiopian Commodity Exchange, the first of its kind in Africa, has modernised coffee trading since its debut in 2008. This venture has revolutionalised Ethiopia's economy and has inspired other African countries to follow suit.



Why Ethiopia?

- ECX ascertains order, integrity, transparency and efficiency to the coffee market, which has motivated market players to come to the formal channel.
- ECX, as a dynamic and forward-looking institution, is ready and willing to adopt to current global practices and initiatives, such as traceability and specialty issues.

Why Ethiopia?



- Progress has been made in getting the right value for the premium coffee brands Ethiopia prides in such as *Yirga-cheffe*, *Sidmao* and *Harar*, enabling farmers to get the right value for their produce and improve their lives.

GTP Forecasts For Coffee Production and Exports

	Base year	Year 1	Year 2	Year 3	Year 4	Year 5
	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15
Coffee production (in tons)	341,000	405,790	482,890	579,468	695,362	831,000
Coffee exports(in tons)	172,210	221,115	283,907	364,531	468,052	600,970
Coffee export earnings (mil in USD)	528,000	692,000	906,000	1,187,000	1,555,000	2,037,000
Growth Rate (%)						
Coffee production	-	19	19	20	20	20
Coffee exports	-	28	28	28	28	28
Coffee export earnings (in USD)	-	31	31	31	31	31
<i>Source: GTP main document and Policy matrix</i>						

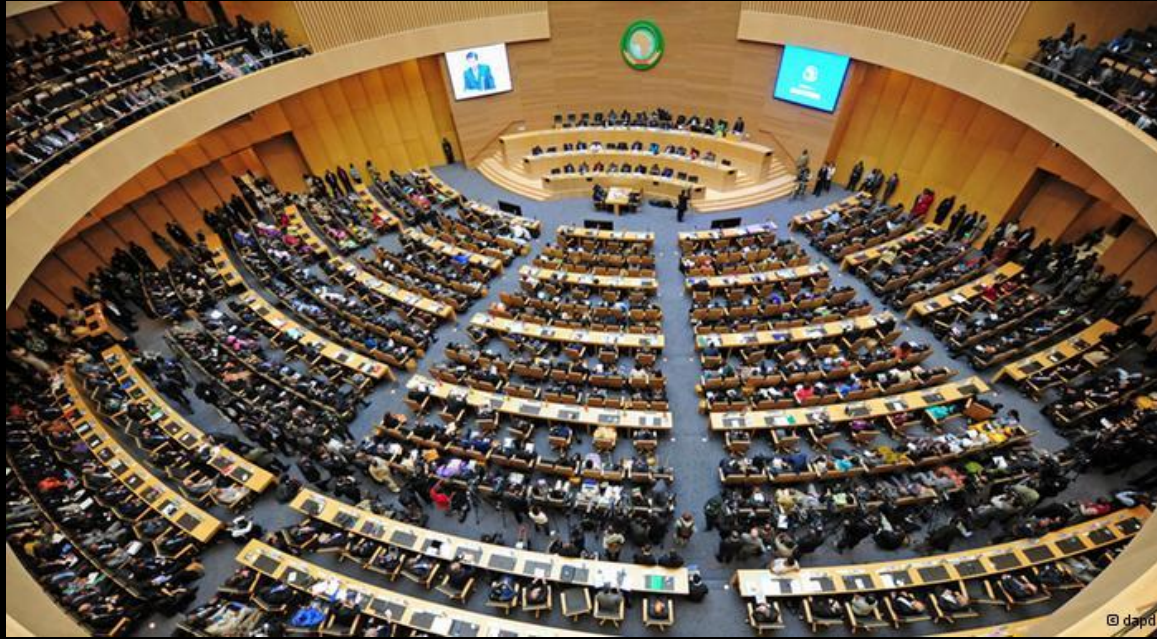
Addis Ababa - A Vibrant International Venue

- Ethiopia already has a rich portfolio of hosting international conferences including:
 - Yearly African Union summits and other Conferences that draw more than 10,000 delegates
 - East African Fine Coffees Association (EAFCA)
 - African Fine Coffees Association (AFCA)
 - The World Economic Forum
 - The 2013 International Conference on Family Planning
 - The AGOA conference
 - Two consecutive international coffee conferences (2012/ 2013)
 - Regular UN ECA Ministerial Conferences
 - EU-ACP Parliamentary Conferences

Addis Ababa - A Vibrant International Venue

- Over \$39 million was earned from conference tourism last Ethiopian budget year according to the Ministry of Culture and Tourism (MoCT), secured from local, continental and international conferences hosted within the country.
- Last year alone, some 49,685 participants attended conferences conducted in the country with the majority held in Addis Ababa.

Conference Facilities



- Ethiopia has state-of-the-art conference facilities including the African Union Conference Centre (AUCC) and the UN ECA Conference Centre as well as Millennium Hall.
- All ultra-modern building combining architectural elegance with very latest technology ensuring participants remain internationally connected during their stay in Ethiopia.

Conference Facilities



- International Brand Hotels like the Sheraton, Radisson and Hilton also have the capacity to host conferences and meetings.

Why Ethiopia?

- There are around 426 tourist friendly hotels in the country



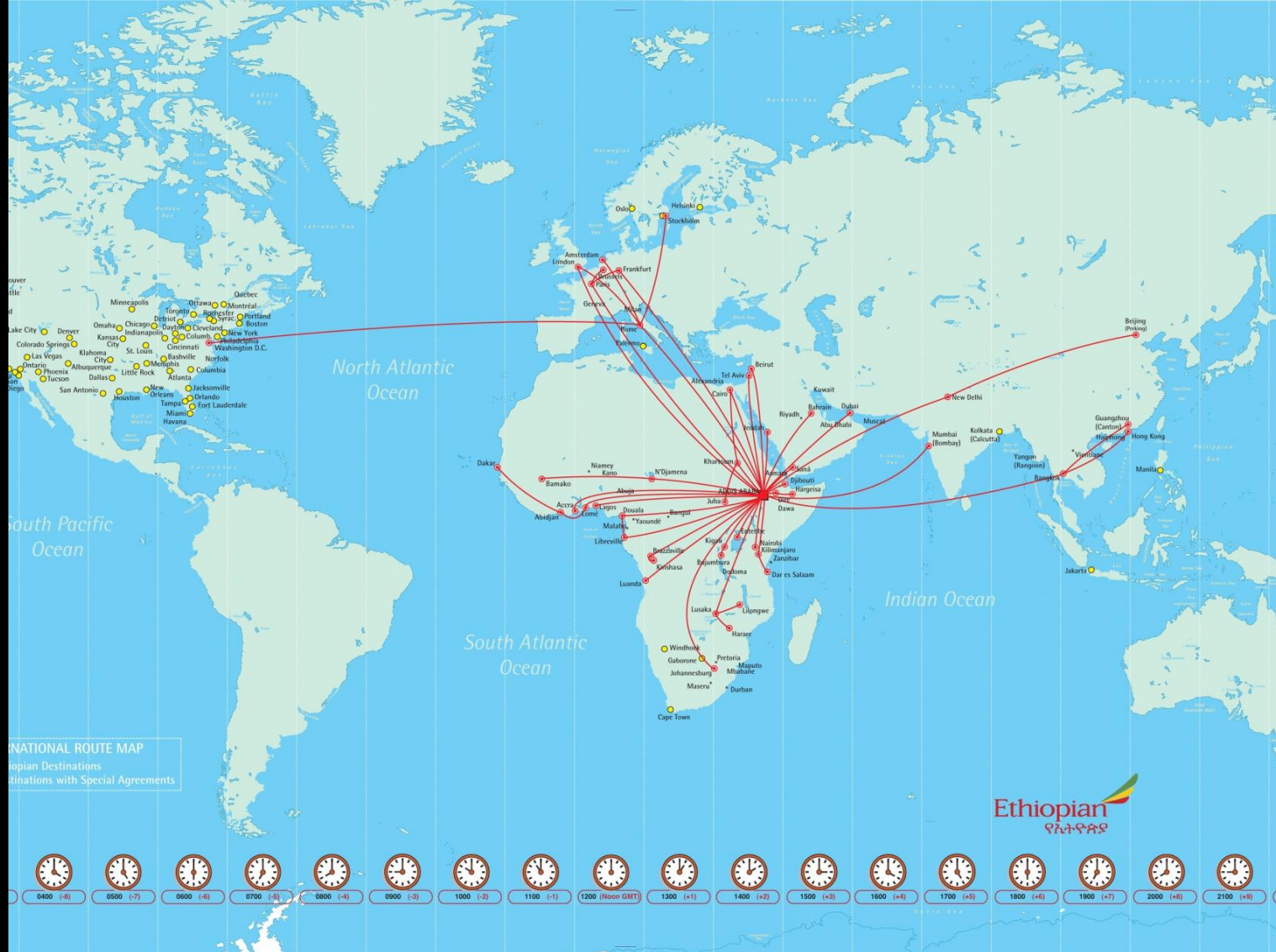
Getting There...



**Fly Ethiopian...the fastest growing
Airline in Africa**

Getting There....

- Ethiopian Airlines is a member of the star-alliance network, which is the leading global airline network, with the highest number of member airlines (28), daily flights, destinations and countries flown to.



Ethiopian commands the lion share of the pan-African passenger and cargo network, operating the youngest and most modern fleet to more than 76 international destinations across five continents.



- Ethiopian fleet includes ultra-modern and environmentally friendly aircraft such as the Boeing 787 Dreamliner, Boeing 777-200LR, Boeing 737, Boeing 777-200LR Freighter and Bombardier Q-400 with double cabin. In fact, Ethiopian is the first airline in Africa to own and operate these aircraft.

- Apart from Ethiopian Airlines, Ethiopia is also served internationally by Lufthansa, Alitalia, Egypt Air, Kenya Airways, Turkish Airways, Puntavia (Air Djibouti), Saudia, Sudan, Airways, Emirates and Yemenia.
- Ethiopia's major point of entry by air is Addis Ababa's Bole International Airport. Bahir Dar, Mekele and DireDawa Airports are also points of entry in addition to about 20 domestic flights.

Local Transport

- Taxis and rental cars are available at the airport for transport into Addis Ababa. They can also be found outside most hotels in Addis Ababa and at the country's major centres.

Local Transport



- Addis Ababa is undergoing massive transformation with road and rail networks currently under construction, including the Addis Ababa Light Rail project



Conference Transportation

- During each day of the conference, there will be complimentary shuttle service between the hotels and the Conference Centre. Shuttles will service all areas where hotels are located.



*Welcome to
Ethiopia... A
Tourist Paradise*

- “The land of a thousand smiles”
- A country with one of the richest histories on the African continent
- A land of contrasts and surprises, of remote and wild places
- Home to cultured and friendly people who are descended from some of the world’s oldest civilisations
- The cradle of humanity

Addis Ababa



- Africa's diplomatic capital - a major metropolis
- The third highest capital in the world

■ Ethiopia's friendly and safe capital city

First-class hotels and restaurants, museums and palaces, and good shopping, which includes the Mercato – Africa's largest open-air market



Delicacies of Ethiopia...

- Ethiopian cuisine is unique by way of ceremony, flavour, colour and presentation



Wot (sauce or stew), is always accompanied by a sour dough, pancake-like bread called *Injera*

Ethiopia and Coffee

- Ethiopia hosts a national museum dedicated to coffee which showcases, among others, a centre for research on Coffee Arabica guides visitors through the world of coffee production.
- In Ethiopia, coffee is not something to grab on the run. Rather, its a ceremonious affair to exchange news and well-wishing with friends and relatives as well as expressing respect to elders and to appreciate the blessing of life.

Coffee Ceremony



- Coffee remains central to Ethiopian culture and heritage and is shared with family and friends through coffee ceremonies.
- Green coffee beans are pan-roasted, ground in a pestle and mortar, and coffee is made in a spherical-shaped pot called a *jebena*. The coffee is then served in traditional tasting cups

People and Culture



Ethiopia is a mosaic of people with more than 80 languages, different lifestyles, costumes and cultural dances



Tourist Sites

- Varied landscapes – most UNESCO sites in Africa
- Ancient Empires, Kingdoms and Dynasties
- Ethiopia has a number of festivals throughout the year, many of them unique, including Meskel (the finding of the true cross), Genna (Ethiopian Christmas), Timket (Epiphany), etc.

Lalibela



- Famous for its 11 rock-hewn churches dating back to the 12th century, chipped out of solid rock
- Lalibela is a high place of Ethiopian Christianity, still today a place of pilgrimage and devotion.

Axum



- The centre of one of the world's most powerful kingdoms from 1st to 7th centuries AD
- Comprises of some 300 enormous monolithic obelisks or stelae, royal tomes, palaces, fortresses and temples
- Birthplace of the Queen of Sheba
- Home to the St. Mary of Zion church which has the original Ark of the Covenant

Main Gate into Harar



Harar Jugol, the Fortified Historic Town

- The walls surrounding this sacred Muslim city were built between the 13th and 16th centuries.
- The fourth holiest city of Islam – has 82 mosques, three of which date from the 10th century, and 102 shrines.
- The townhouses with their exceptional interior design constitute the most spectacular part of Harar's cultural heritage.
- Harar is also famous for its distinctive, natural processed coffees which bear the same name.

Simien Mountains...the roof of Africa



Simien Mountains National Park

- ❖ Created by massive erosion, the mountains reach a height of over 4,000 metres
- ❖ Home to some of the rarest animals on earth, including the Simien wolf, Gelada baboon and the Walia ibex



General Information

- **Visa and Immigration requirements**

Visas are required for all visitors to Ethiopia, with the exception of nationals of Djibouti and Kenya. Ethiopian Diplomatic Missions will offer fast-track service for all business visa applications during the conference.

- **Language**

The official working language in Addis Ababa is called Amharic. However, almost everyone you encounter will speak at least enough English for you to communicate.

- **Currency**

The local currency is called the Ethiopian Birr (ETB). All local banks provide currency exchange services with an exchange rate that is uniform across the board. All major hotels have FOREX services on site you can easily use. Most credit cards are also accepted in the major hotels and some of the larger restaurants.

- **Calendar**

Ethiopia follows the Julian calendar, which consists of 12 months of 30 days each and a 13th month of five days (six days on leap year). The calendar is seven years and eight months behind the Western (Gregorian) calendar.

General Information

- **Weather**

Addis Ababa enjoys a temperate climate with an average range of 10 to 23 degree all year round. The rainy seasons are between June and September but temperature. Weather is one major factor that attracts visitors to the city and Ethiopia

- **Mobile Phones**

International mobile phones will need to be “unlocked” in order for them to work in Ethiopia, but you may incur roaming charges. Alternatively, for less than \$20 you can purchase a local pre-paid SIM card for your unlocked mobile phone.

- **Electricity**

The electricity in Ethiopia is 220V/50Hz. You will need appropriate adapters (and convertors for 110V electrical goods).

Thank you and see you in Addis!



Photo: Meskel Flowers, endemic to Ethiopia, blossom during the Ethiopian New Year, which is marked in September.