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ORGANISATION  
INTERNATIONALE  
DU CAFÉ

ICC 112-6

15 janvier 2014  
Original : anglais

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Conseil international du Café  
112<sup>e</sup> session  
3 – 7 mars 2014  
Londres (Royaume–Uni)

**Quatrième Conférence mondiale du Café**

**Communication de l'Éthiopie**

### **Contexte**

1. A sa 111<sup>e</sup> session à Belo Horizonte en septembre 2013, le Conseil a décidé que tout gouvernement Membre qui souhaitait organiser la prochaine conférence et/ou une future session sur son territoire devait soumettre au Directeur exécutif une proposition écrite à cet effet avant le 31 décembre 2013. Le Directeur exécutif a diffusé le document ED-2168/13 en octobre 2013 et sa révision en novembre 2013, dans lesquels il demandait aux Membres intéressés de soumettre une proposition écrite, y compris des informations sur la vision de la Conférence, les dates et le lieu proposés, les plans d'organisation et de commercialisation de l'événement et la disponibilité des ressources pour la tenue de la Conférence, en gardant à l'esprit que les conférences mondiales du Café s'autofinancent.

2. Le présent document contient une lettre d'intention du Gouvernement de l'Éthiopie reçue à la suite de sa communication informant les Membres de son souhait d'accueillir la quatrième Conférence mondiale du Café en Éthiopie ([voir le document ICC-111-10](#)). La proposition sera bientôt disponible.

### **Mesure à prendre**

Le Conseil est invité à examiner cette proposition.

**RÉPUBLIQUE DÉMOCRATIQUE FÉDÉRALE D'ÉTHIOPIE**  
**MINISTÈRE DES AFFAIRES ÉTRANGÈRES**

M. Robério Oliveira Silva  
Directeur exécutif  
Organisation internationale du Café  
27 Berners Street  
Londres W1T 3DD  
Royaume-Uni

27 décembre 2013

Monsieur le Directeur exécutif,

J'ai l'honneur de présenter l'offre de l'Éthiopie d'accueillir la quatrième Conférence mondiale du Café en 2015, qui sera l'occasion de mettre notre pays en valeur. Comme vous le savez sûrement, il n'y a pas de meilleur endroit que le berceau de l'Arabica pour examiner les questions ayant trait au secteur mondial du café. Si l'Éthiopie accueille la Conférence de 2015, les délégués vivront une expérience unique et se plongeront dans la culture séculaire du café éthiopien.

En Éthiopie, le café n'est pas quelque chose que l'on boit vite. La cérémonie du café est un moment d'échange de nouvelles avec des amis et parents, d'expression de respect envers les aînés et d'appréciation de la vie. Le café est la boisson stimulante la plus consommée en Éthiopie. Environ 50% de la production totale est consommée localement. La consommation annuelle par habitant de café en Éthiopie est d'environ 2,4 kilogrammes. Ce chiffre est certainement comparable au niveau de consommation des principaux pays consommateurs de café.

Les délégués auront également l'occasion de découvrir l'unique cérémonie du café éthiopien, où le café est torréfié, moulu et préparé. Cette cérémonie, cœur du style de vie éthiopien, joue un rôle central dans la culture éthiopienne de l'hospitalité et est largement utilisée pour se réunir en cas de célébration ou de deuil, et prévient la somnolence. Dans toutes les régions du pays, accueillir des invités à la cérémonie du café est considéré comme une bonne action aux yeux de Dieu.

J'ai l'honneur de vous informer que la tenue de la Conférence du café en Éthiopie serait également l'occasion de voir l'incroyable diversité génétique du café en Éthiopie. Les zones de culture bien définies bénéficient de sols, d'une altitude, de précipitations, de la température, etc., appropriés pour le café, et l'Éthiopie est le centre de la diversité génétique. La majorité des cafés éthiopiens sont identifiés par leur arôme et leur goût et caractéristiques distincts. En fait, les appellations géographiques et d'arôme ne sont pas encore totalement connues et de nombreuses entrées précieuses sont en attente de recherche plus poussée.

Il n'existe pas de meilleur endroit pour parler de la valeur économique du café car, dans mon pays, plus de 15 millions de personnes tirent leur subsistance de l'industrie du café. Le café représente également la part essentielle des recettes d'exportation du pays, avec plus de 26% du total des recettes d'exportation en 2011/2012.

Si l'Éthiopie a le privilège d'accueillir la Conférence de 2015, je vous assure que l'évènement sera spectaculaire. En tant que capitale de l'Afrique, l'Éthiopie accueille un certain nombre de forums internationaux, dont un sommet annuel régulier des chefs d'État et de gouvernement africains qui attire près de 10 000 délégués. En outre, l'Éthiopie a accueilli la conférence de l'Association des cafés fins de l'Afrique orientale (EAFCA) et de

l'Association africaine des cafés fins (AFCA), le Forum économique mondial (WEF), la Conférence internationale sur le SIDA et les infections sexuellement transmissibles en Afrique (ICASA) pour n'en mentionner que quelques unes. De surcroit, il y a quelques mois, mon pays a eu le plaisir d'accueillir le Forum 2013 AGOA, avec des délégations ministérielles de haut niveau de 39 pays et de plus de 15 organisations internationales.

Nous sommes très privilégiés par la présence de centres de conférences de niveau mondial, tels que le centre de conférences de l'Union africaine (CUA), le centre de la Commission économique des Nations Unies pour l'Afrique (UNECA) ainsi que le Million Hall, installations très modernes dont l'élégance architecturale permet d'accueillir de tels événements de toute taille, dans le plus grand confort et avec toutes les installations pratiques et la technologie la plus moderne, pour assurer que les participants restent connectés au reste du monde pendant leur séjour en Éthiopie.

Je tiens à vous assurer qu'une réunion en Éthiopie promet également une expérience touristique incroyable. Outre l'ampleur de sa beauté physique, de ses cultures fières et colorées, de son merveilleux climat, de ses monuments antiques et médiévaux, de sa riche civilisation ancienne, et de ses attractions touristiques naturelles et humaines, entre autres, l'Éthiopie est un endroit idéal pour organiser une telle rencontre. J'ai l'honneur de vous assurer que les participants à cette rencontre pourront prendre le temps d'explorer les sites historiques et les musées de l'Éthiopie, où toutes les villes sont directement reliées à la capitale.

J'espère que ce qui précède vous permettra de comprendre l'esprit de notre offre et je suis convaincu que le Conseil de l'Organisation internationale du Café examinera sérieusement l'offre généreuse de l'Éthiopie d'accueillir la Conférence mondiale du Café en 2015. Nous serons heureux d'accueillir tous les délégués de la Conférence en Éthiopie qui pourront connaître le berceau du café. Je me réjouis à la perspective de l'approbation par le Conseil de la demande de l'Éthiopie d'accueillir la Conférence mondiale du Café 2015.

Je vous prie d'agréer, Monsieur le Directeur exécutif, les assurances de ma très haute considération.

(Signé) Tedros Adhanom Ghebreyesus  
Ministre des affaires étrangères

# *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 4<sup>th</sup> 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
<b>Growth Rate (%)</b>						
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>						

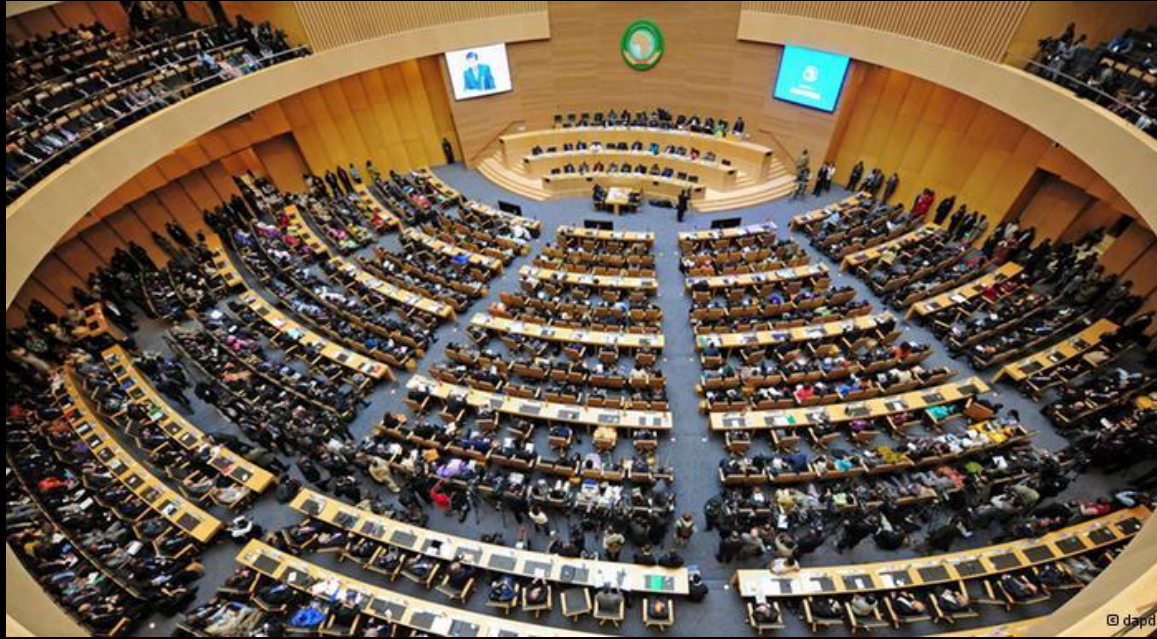
# *Addis Ababa - A Vibrant International Venue*

- 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





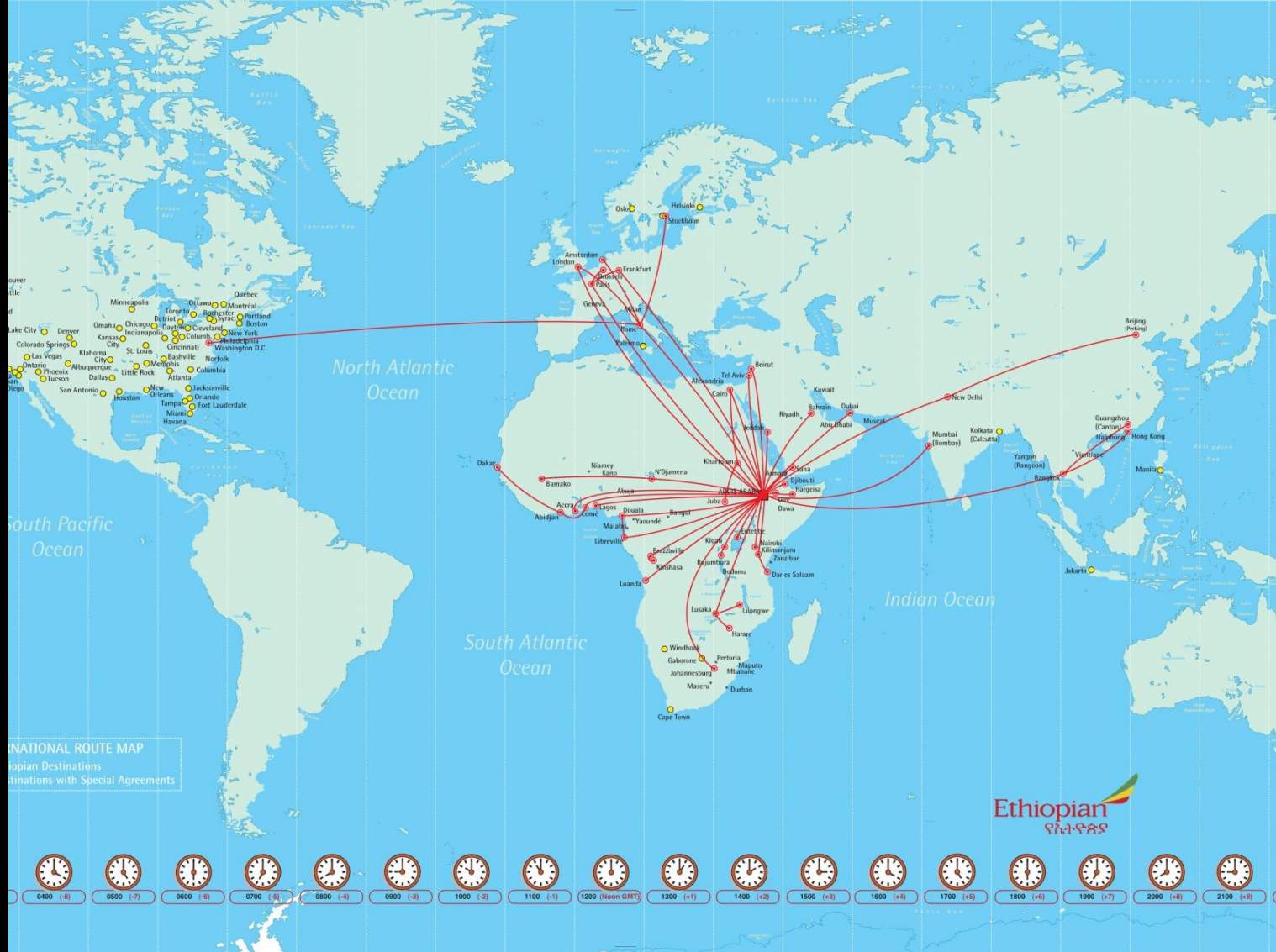
*Getting There...*



**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 12<sup>th</sup> 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 1<sup>st</sup> to 7<sup>th</sup> 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 10<sup>th</sup> 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.