

50  
años



ORGANIZACIÓN  
INTERNACIONAL  
DEL CAFÉ

ICC 112-7

15 enero 2014  
Original: inglés

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Consejo Internacional del Café  
112<sup>o</sup> período de sesiones  
3 – 7 marzo 2014  
Londres, Reino Unido

**Cuarta Conferencia Mundial del Café  
de la OIC**

**Propuesta recibida de Colombia**

### **Antecedentes**

1. En su 111<sup>o</sup> período de sesiones celebrado en Belo Horizonte en septiembre de 2013, el Consejo decidió que todo Gobierno Miembro que deseara celebrar la próxima Conferencia y/o un período de sesiones futuro en su territorio debería presentar por escrito al Director Ejecutivo una propuesta de ser país anfitrión de la Conferencia a más tardar el 31 de diciembre de 2013. El Director Ejecutivo hizo distribuir el documento ED-2168/13 en octubre de 2013 y una revisión al mismo en noviembre de 2013, en la que se solicitaba a los Miembros interesados que presentasen una propuesta por escrito que incluyese información acerca de la visión de la Conferencia, fechas y lugar que se proponían, planes para la organización y mercadotecnia del evento, y disponibilidad de recursos para la celebración de la Conferencia, teniendo en cuenta que las Conferencias Mundiales del Café son autofinanciadas.

2. En este documento figura una propuesta recibida del Gobierno de Colombia en la que se informa a los Miembros de su interés en que se celebre la Cuarta Conferencia Mundial del Café en Bogotá. La propuesta está siendo distribuida sólo en [forma electrónica](#) en vista de la extensión del documento.

### **Medidas que se solicitan**

Se pide al Consejo que examine esta propuesta.

# BOGOTÁ

## CITY PROPOSAL FOR THE ICO WORLD COFFEE CONFERENCE



*Yes, Bogota is, for better and for worse, one of the best kept dazzling secrets of the continent. The ones that visit the city will be compensated by the surprise of a voluptuous city, surrounded by green hills, with colors and changing climates. And like any capital of the world you will find everything you need from the most sophisticated perfume to the legendary and magical potions of the Amazon Indians.*

Alejandro Saldivar, Journalist.

The Colombian Coffee Growers Federation (FNC) with the support of Proexport Colombia (country's TPO, in charge of Promoting exports, foreign investment and tourism) and the Bogotá Convention welcomes you to this city, Bogotá, a cosmopolitan city that surprises all visitors and that is looking forward to host the ICO World Coffee Conference to give participants an event they will never forget.

Welcome to the city that is 2,600 meters closer to the stars.



Foto Cortesía Proexport  
Iberoamerican Theater Festival



# SUPPORT LETTERS



Bogotá D.C., December 26, 2013

Mr.  
**ROBERIO OLIVEIRA SILVA**  
Executive Director  
International Coffee Organization  
London

Dear Mr. Oliveira,

Proexport Colombia, the official entity in charge of promoting Non-Traditional Exports, Foreign Direct Investment and International Tourism, supports the initiative of the Colombian Coffee Growers Federation to host the **ICO World Coffee Conference** in Bogotá.

The ICO World Coffee Conference will be an opportunity to show visitors from all around the world Colombia's potential as a world class events destination. Important events such as the Summit of the Americas, the World Economic Forum on Latin American, the 50<sup>th</sup> Annual Meeting of the Inter-American Development Bank (IDB) and the Global Development Network Annual Conference were successfully held in Colombia with remarkable results.

I present the most sincere invitation to welcome you to our country whenever you consider it convenient. I am confident that you will live a remarkable experience in Colombia home of wonderful people, bright colors, unique flavors, diverse landscapes and magical realism.

Yours Sincerely,



**SCHALMA DIAZ-GRANADOS**  
Executive Director of Tourism



## Federación Nacional de Cafeteros de Colombia

GERENCIA GENERAL



Bogota, December 26, 2013

Mr. Robeiro Oliveira Silva  
Executive Director  
**International Coffee Organisation.**  
London - England

Dear Robeiro:

It was a pleasure to have you as a guest speaker in our National Coffee Growers Congress a few weeks ago in Bogota. During your presence here I was honored to receive the mandate of the elected representatives of over 500,000 Colombian coffee growers and their Federation, to present Bogota's candidacy to host the 2015 World Coffee Conference.

There are of course many reasons to host such an important event in our country. First and foremost, consumption is increasingly growing in non-traditional economies that are growing fast and whose middle classes have a growing purchase power. These nations in many cases are coffee producing countries, and Colombia is no exception to that trend. The fact that gourmet coffee consumption is growing the fastest in Colombia is particularly telling.

Another point that reflects Colombia's leadership as the first mild coffee producer in the world and the third largest coffee producer overall is our commitment to the future. We have renovated over 2.8 billion trees in the last few years, successfully fought against the coffee leaf rust and invested heavily in research, differentiation, branding, quality and Geographical Indications. This commitment to the future may very well be showcased in the World Coffee Conference as a trend that is also present in many countries.

Needless to say, both Colombia and the Colombian Coffee Growers Federation have significant experience in organizing and handling world class events like the World Coffee Conference. We have partnered with Proexport, the specialized Colombian government agency in organizing, marketing and hosting events and are in a position to guarantee the funding required to host it. In other words, we have done it in the past and are committed to do every time better in the future.

Sincerely,

Luis G. Muñoz  
Chief Executive Officer

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# Why should Bogotá host the ICO World Coffee Conference?

## We give you 5 reasons

### 1. You will have the perfect host

#### The Colombian Coffee Growers Federation



Since its beginning in 1927, the Federation has been the foremost coffee association in Colombia, with presence in every rural region where coffee is grown. The work of the Federation revolves around the coffee growers and their families to promote Colombian Coffee is grown in a sustainable manner, strengthening common interests within coffee-growing communities while positioning Colombian Coffee as the best coffee in the world.

The FNC seeks, by different means, to reach its mission of improving the quality of life of Colombian coffee growers. The FNC also supports Colombian growers in different areas such as: research and development to optimize the costs of production and improve the quality of coffee, technical assistance to coffee growers through the 1,800 strong FNC Extension Service, development of quality practices ensuring the Colombian coffee grower receives market premiums and carries out programs to benefit the growers, their community and their environment, among other actions.

#### Vision for the Conference

The 2015 World Coffee Conference will be held in a significant period in coffee history. Over the last few years coffee producing nations have become significant consumers on their own right. This trend dynamics are complemented with fast growth in traditional tea consuming societies and new consumption occasions and methods of preparation in more traditional markets. In sum, the Conference will envision a future of coffee consumption possibilities that are complemented with this category's leadership in the adoption of sustainability protocols and differentiation possibilities. Thus, the future and opportunities for coffee are to be a theme to be explored after a period of difficulties associated with lower process.



To make this message heard it is important that the World Coffee Conference is viewed as a significant event in its own right. We firmly believe that if a World Coffee Conference is considered to be an ancillary event to a particular venue or gathering, its futuristic message will lose value and reach.

Colombian coffee and its institutions are another key actor on the breath and depth of this message, and will help project it. As a leader in Geographical Indications, sustainability initiatives, research and single origin promotion, and most recently marketing of branded coffees domestically and internationally, Colombia can be a perfect fit for showcasing this futuristic role that coffee is poised to adopt.

The FNC is looking forward to host The World Coffee Conference the week of October 19-25 2015 in the city of Bogota. Exact Dates and venues can be discussed if it is decided that Bogota shall be the venue of the World Coffee Conference

## **2. We have several venue options for the event**

### **Corferias**





Corferias (Exhibition Center) is located on a strategic area of the city of Bogota, known as the Innovation Ring Cluster (INNOBO for its abbreviation in Spanish). This ring is situated in the city-region's center and it is surrounded by metropolitan roads and facilities such as El Dorado International Airport and the Land Transportation Terminal, allowing national and international connection.

Around this area, ICO's conference attendees will find hotels from 3 to 5 stars and will also have direct access to the Transmilenio station (Bogota's massive transportation system) that will connect the exhibition center to strategic points of the city.

The Corferias REM Auditorium offers a unique and flexible space for all types of meetings. It has an area of 15.000 m2 column free, plus 6 small meeting rooms that can accommodate up to 40 persons, a VIP Room that can be used as a press room and a restaurant that can accommodate 350 guests conference style.

Room	Surface			Capacity
	m <sup>2</sup>	ft <sup>2</sup>	Max Height	
Auditorio Principal	646	6950,96	10	765
Salón de Protocolo	200,99	2162,65	0,24	160
Gran Salón	6000	64560	13,3	6000 seated/ 13000 standing
Pabellón 1 primer piso	3145,99	33850,9	3,87	2300
Pabellón 1 segundo piso	2511,59	27024,7	6,3	2000
Pabellón 2	1185,74	12758,6	6,05	1000
Pabellón 2C	469,85	5055,59	4,32	450
Pabellón 3 primer piso	5551,16	59730,5	3,04	6000
Pabellón 3 segundo piso	3937,08	42363	8	3500
Pabellón 4	3037,03	32678,4	10	3700
Pabellón 5	374,9	4033,92	5,06	350
Pabellón 5A	887,41	9548,53	4,4	800



Pabellón 6 primer piso	5605,3	60313	2,86	6000
Pabellón 6 segundo piso	3939,86	42392,9	8,1	3500
Pabellón 7	976,97	10512,2	4,87	1000
Pabellón 8 primer piso	3083,03	33173,4	3,64	2300
Pabellón 8 segundo piso	2401,86	25844	6,6	2000
Pabellón 9	1182,29	12721,4	6,22	1200
Pabellón 10	615	6617,4	9,28	500
Pabellón 11-16	615,34	6621,06	9,28	1000
Pabellón 17	500	5380	4,85	2700
Pabellón 18	1104	11879	10,7	1000
Pabellón 19	1104	11879	10,7	1000
Pabellón 20	1104	11879	10,7	1000
Pabellón 21	1104	11879	10,7	1000
Pabellón 22	1104	11879	10,7	1000
Pabellón 23	1104	11879	10,7	1000

### Business and Recreation Center El Cubo



The modern Business and Recreation Center El Cubo is centrally located on one of the main streets of the city known as the carrera 30. This is a building of 32,000 square meters which uses alternative energy and efficiency water use, among other innovations that incorporates green architecture and is friendly to the environment.

It has an auditorium for up to 1,400 people, for the realization of events and conventions, which can be divided into four separate rooms, all with the latest technology and service.

Room	Surface			Capacity				
	m <sup>2</sup>	ft <sup>2</sup>	Height	Dinner	Coctail	U	Auditorium	Classroom
Auditorio 1 al 4	1426.00	15343.8	5.15	800	1783	N/A	1100	802
Auditorio 2 y 4	688.00	7402.88	5.15	400	860	194	500	387
Salón de Reuniones 1	19.00	204.44	3.00	N/A	N/A	5	N/A	N/A
Salón de Reuniones 2	19.00	204.44	3.00	N/A	N/A	5	N/A	N/A
Salón de Reuniones 3	19.00	204.44	3.00	N/A	N/A	5	N/A	N/A
Salón de Reuniones 4	19.00	204.44	3.00	N/A	N/A	5	N/A	N/A
Salón de Reuniones 5	19.00	204.44	3.00	N/A	N/A	5	N/A	N/A
Salón de Reuniones 6	19.00	204.44	3.00	N/A	N/A	5	N/A	N/A
Salón Teleconferencia	48.00	516.48	3.00	N/A	N/A	15	38	38
Conferencias y Seminarios 1	48.00	516.48	3.00	N/A	N/A	14	38	20
Conferencias y Seminarios 2	48.00	516.48	3.00	N/A	N/A	14	38	20
Unión 1 y 2	96.00	1032.96	3.00	N/A	N/A	28	77	40
Conferencias y Seminarios 3	48.00	516.48	3.00	N/A	N/A	14	38	27
Conferencias y Seminarios 4	48.00	516.48	3.00	N/A	N/A	14	38	27
unión 3 y 4	96.00	1032.96	3.00	N/A	N/A	28	77	54
Conferencias y Seminarios 5	48.00	516.48	3.00	N/A	N/A	14	38	27
Conferencias y Seminarios 6	48.00	516.48	3.00	N/A	N/A	14	38	27
Unión 5 y 6	96.00	1032.96	3.00	N/A	N/A	28	77	5



## Compensar Convention Center



Strategically located at the heart of Bogotá's greatest urban development, this convention center has easy access to main roads, which allows you to get to El Dorado International Airport in just fifteen minutes.

The facilities include the "Gran Auditorio" (grand auditorium) with capacity for 900 people, and the Theatre Auditorium for 60 artists and 300 guests. The Compensar Convention Center also offers 2 ample dining rooms, 1 lobby for exhibitions, plazas, terraces, patios with gardens and 1300 attended parking spaces

Room	Surface			Capacity		
	m <sup>2</sup>	ft <sup>2</sup>	Height	Coctail	U	Auditorium
Gran Auditorio	777,2	8362,67	6,2	950	g	800
Salones 1.1 y 1.2	518	5573,68	6,2	600	85	500
Salones 1.1, 1.2 y 1.3	259,06	2787,49	6,2	300	55	250
Lobby del Gran Auditorio	444	4777,44	N/A	1800	N/A	N/A



Salones 2° Piso (3)	68,85	740,83	2,5	50	25	50
Salones 3° Piso (3)	48,94	526,59	2,5	30	20	30
Comedor 1° Piso	217,6	2341,38	N/A	250	40	200
Comedor 2° Piso	166,05	1786,7	N/A	150	40	150
Auditorio Teatro	297,25	3198,41	6,5	N/A	N/A	365
Lobby del Auditorio teatro	N/A	N/A	2,9	400	N/A	N/A
Salón S1	112,5	1210,5	2,9	80	35	80
Salón S2	56,25	605,25	2,9	25	15	20
Salón S3	225	2421	2,9	160	48	160
Salón S3 ó S3B	112,5	1210,5	2,9	80	35	80
Salón S4	56,25	605,25	2,9	60	35	60
Salón S4 ó S4B	56,25	605,25	2,9	25	15	30

### 3. A Five Star destination:



Bogotá hotels offer the highest international standards led by major international and local chains, such as Sheraton, JW Marriott, Hilton, GHL, NH, Estelar, Crowne Plaza, Royal and Summit. These hotels offer 12,000 rooms, which will be increased by 4,000 new rooms in the next five years, as a result of investment by international chains such as Diplomat, Wyndham, Grand Hyatt and Four Points. Below a summary of possible 4 and 5 star hotels that can accommodate the ICO World Coffee Conference's participants:

Hotel	Rooms	Hotel	Rooms
Andino Royal	70	Belvedere GHL	39
Bogotá Plaza	190	Bogotá Regency	92
Bogotá Royal	142	Casa Dann Carlton	242
Charleston Casa Medina	58	Charleston	64
Feria Estelar Hotel	102	Sheraton GHL Hotel	247
Capital GHL Hotel	215	Holiday Inn Hotel	191
Marriott Hotel	239	AR Hotel	199
Habitel Hotel	165	Crowne Plaza Tequendama Hotel	578
Ibis Hotel	216	Opera (Boutique Hotel)	43
Cosmos 100	300	Embassy Suites	96
Estelar La Fontana	218	Estelar Suite Jones	92
GHL Hamilton Court	41	Hacienda Royal	82
BH Hoteles	206	La Boheme Royal	66
JW Marriott	265	Pavillion Royal	72
Radisson Royal	251	Rosales Plaza	61
101 Park House	68	Windsor House	127
Hotel Dann Norte	95	Hotel Dann Carlton 103	139
RoyalPark Metrotel	263	Hotel Sofitel Victoria Regia	102
Sonesta	126	Holiday Inn 93	243

#### Examples of Hotel Rates:

Hotel	Aprox Rate USD
Feria Estelar Hotel	132
Sheraton GHL Hotel	150
Capital GHL Hotel	185
Holiday Inn Hotel	166
Marriott Hotel	269
AR Hotel	190
Habitel Hotel	185
Crowne Plaza Tequendama Hotel	130
Ibis Hotel	89



Hotels are willing to negotiate rates depending on the number of guests per hotel.

#### 4. World Class Connectivity:

Its privileged location provides direct flights connections with the main cities in the world making Bogota the strategic option in the hemisphere. Bogota has 457 direct weekly flights to different cities of the world.



City	Time	City	Time	City	Time
Atlanta	5 hr. 30 min	Habana	2 hr. 30 min.	Panamá City	1 hr. 30 min.
Aruba	1 hr. 45 min	Houston	5 hr.	Punta Cana	2 hr. 40 min.
Barcelona	11 hr.	Lima	3 hr.	París	11 hr. 30 min
Buenos Aires	6 hr. 10 min	Los Ángeles	11 hr.	Quito	1 hr. 30 min.
Caracas	50 min.	Madrid	13 hr.	Rio de Janeiro	3 hr. 50 min.
Curacao	1 hr. 50 min.	México D.F.	4 hr. 20 min.	San José de Costa Rica	1 hr. 45 min.
Fort Lauderdale	3 hr. 30 min	Miami	4 hr. 40 min.	Sao Paulo	3 hr. 50 min.
Frankfurt	11 hr. 30 min.	New York	5 hr. 30 min.	Santiago de Chile	5 hr.
Guayaquil	2 hr.	Orlando	3 hr. 40 min	Toronto	7 hr. 10 min

In addition to this, 23 airlines fly to Bogota:



Air Canadá	Lufthansa	Aerolíneas Argentinas
Air France	Lan Airlines	Dutch Antilles Express
Avianca – TACA	Varig	TAM
Aeroméxico	Iberia	Aerogal
Copa Airlines	Spirit Airlines	American Airlines
JetBlue Airlines	Delta Airlines	Continental Airlines
Singapore Airlines	Lasca	Cubana de Aviación
Emirates Airlines	Mexicana de Aviación	

National Destinations	
Bucaramanga	1 Hr
Barranquilla	1 hr 25 min
Cali	50 min
Medellín	30 min
Pereira	50 min
Santa Marta	1 hr 25 min
San Andrés	2 hr
Cartagena	1 hr. 20 min

Regarding national connectivity, the city has 1651 flight frequencies to various domestic destinations such as Medellin, Cartagena, Bucaramanga, Cali, Barranquilla and so on.

Nationals of the following countries do not need visas to enter as a tourist and stay up to 90 days		
Germany	Fiji	Panamá
Andorra	Philippines	Papua New Guinea
Antigua and Barbuda	Finland	Paraguay
Argentina	France	Peru
Australia	Grenade	Poland
Nationals of the following countries do not need visas to enter as a tourist and stay up to 90 days		
Austria	Greece	Portugal
Bahamas	Guatemala	United Kingdom
Barbados	Guyana	Dominican Republic
Belgium	Honduras	Rumanía
Belize	Hungary	Russia
Bolivia	Indonesia	Saint Kitts and Nevis
Brazil	Ireland	Samoa
Brunei Darussalam	Iceland	San Marino
Darussalam Butane	Marshall Islands	Santa Lucia
Canada	Israel	Santa Sede
Czech Republic	Italy	St. Vincent and the Grenadines





Chile	Jamaica	Singapore
Cyprus	Japan	South Africa
Republic of Korea	Latvia	Sweden
Costa Rica	Liechtenstein	Switzerland
Croatia	Lithuania	Suriname
Denmark	Luxembourg	Trinidad and Tobago
Dominica	Malaysia	Turkey
Ecuador	Malta	Uruguay
El Salvador	Mexico	Venezuela
Arab Emirates	Micronesia Federal States of	Taiwan
Slovakia	Monaco	Hong Kong
Slovenia	Norway	
Spain	New Zealand	
United States of America	Netherlands	
Estonia	Palau	

## 5. Bogotá, a city for everyone

From culture related activities to the renowned shopping malls to a tour of urban art in the city, Bogotá is a destination that offers something for everyone.



History, Culture, Gastronomy, Nightlife, Shopping, Golf, Bogota and its surrounding area are just some of the activities you can enjoy during your stay in the city.

*One visit is not enough to enjoy Bogotá.*

*Hassam Qaqaya*

*Director Compal – UNCTAD*

### History and Culture:

Walk through our historical center "La Candelaria" where you can find the cultural block of the National Bank. Explore the museums and several art galleries. Enjoy the traditional candy and pastries walking the magical streets of Bogota in this colonial city area.

#### ***What you can't miss:***

*Gold Museum*

*La Candelaria Tour*

*Cerro Monserrate*



### Gastronomie and Night Life:

The options are varied, from international restaurants that can offer Italian, French, Asian, Arabic food to the best Colombian gourmet and fusion restaurants. Six areas around the city will surprise you not only for its variety of restaurants, bars and disco but its friendly atmosphere and hidden magic.



#### ***What you can't miss:***

*Andrés Carne de Res, where magic comes reality.*

*Bogotá Beer Company, 100% Bogota beer.*

*Leo Cocina y Cava, the very best of traditional ethnic world class cuisine, with a taste of social responsibility.*



## Shopping and Golf

100 shopping centers located in different areas of the city offer options for all tastes, from boutiques to major international brands of the best designers in Colombia. More than 25 golf courses are at your reach where you can enjoy an unique golf experience.



### *What you can't miss*

*Colombian designer boutiques in "Zona Rosa"  
Santa Fe Mall (one of the largest in Latin America)  
Rincon de Cajica (Golf Club)*

## Bogotá and its surroundings

A few minutes from the city of Bogotá participants of the event will have the opportunity to discover a different side of the city and the country, where green is predominant and savanna landscapes are breathtaking. Small villages that still preserve their traditional architecture, and they are the best places to buy traditional handicrafts.

### *What you can't miss:*

Zipaquirá Salt Cathedral  
Guatavita Lagoon (home to the Eldorado Legend)  
Villa de Leyva



Our promise to you is not quality, that is  
a must, our promise is the key to a  
magical event. We welcome ICO  
members to discover a country and a city  
that is waiting for you with open arms.

Welcome to Bogotá



# COLOMBIA IS MAGICAL REALISM



WOULD YOU LIKE TO VISIT  
THE CITY WHERE THE LEGEND  
OF EL DORADO COMES ALIVE?

**THE ANSWER IS**




Gold Museum, Bogotá.



Created by the Colombian Government  
through PROEXPORT COLOMBIA

[www.colombia.travel](http://www.colombia.travel)

 [facebook.com/Colombia.travel](https://www.facebook.com/Colombia.travel)  
[@colombia\\_travel](https://twitter.com/colombia_travel)

Visit the Gold Museum which houses the world's largest collection of its kind, with 34,000 pieces of gold and 20,000 objects from pre-Columbian cultures. Marvel at the archaeological remains of all cultures that reveal Colombia's vast diversity.

