

# MILAN, ITALY FOR WORLD COFFEE CONFERENCE 2015



To host the World Coffee Conference during the Milan Universal Exhibition whose theme, “*Feeding the Planet, Energy for Life*” concentrates on biodiversity, food security and agricultural sustainability, and offers a special focus on Coffee.



# A WORLDWIDE EXPOSURE



- More than 130 Countries, representing ap. 90% of the World population
- 20 million visitors in 6 months
- An Exhibition Site of 1 million square metres
- Participation of International Organizations, Civil Society and Corporate partners
- Foreseen visits of numerous Head of States and high-level delegations
- Worldwide media coverage

# THE COFFEE IN EXPO MILANO 2015



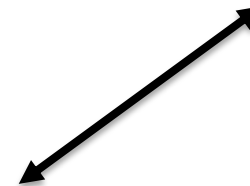
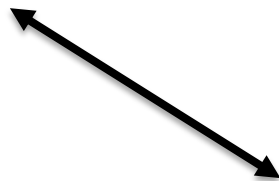
- An area of 4,500 sq. entirely dedicated to coffee, the Coffee Cluster, hosting **10 Participating Countries from Africa and Latin America**
- A thematic Itinerary on coffee and a **unique meeting point between worldwide producers and consumers**
- A platform to showcase the solutions **to face the challenges of the coffee beans production**
- A focus on all **different coffee cultures and consumption habits**

# THE THREE STAKEHOLDERS



- Long history in the coffee industry
- In-depth knowledge of the Coffee sector
- Rewards for sustainable practices

- Expertise in the exhibition industry
- One of the largest conference center in Europe





# THE VENUE: MiCo CONVENTION CENTRE



**PROPOSED PERIOD**  
**02 – 10 September, 2015**





# THE VENUE: MiCo CONVENTION CENTRE



**WHERE**



**WCC 2015**  
MiCo North Wing



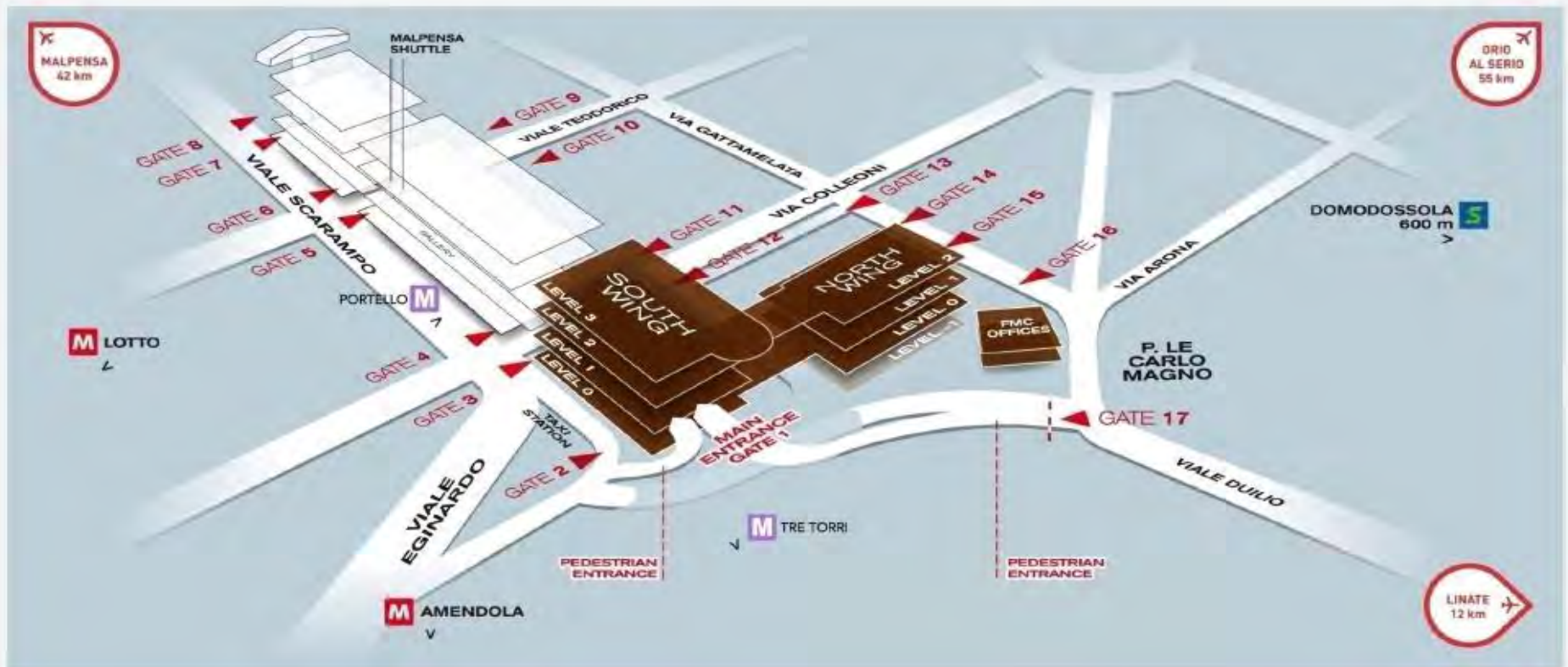
# THE VENUE: MiCo CONVENTION CENTRE



## WHERE



**WCC 2015**  
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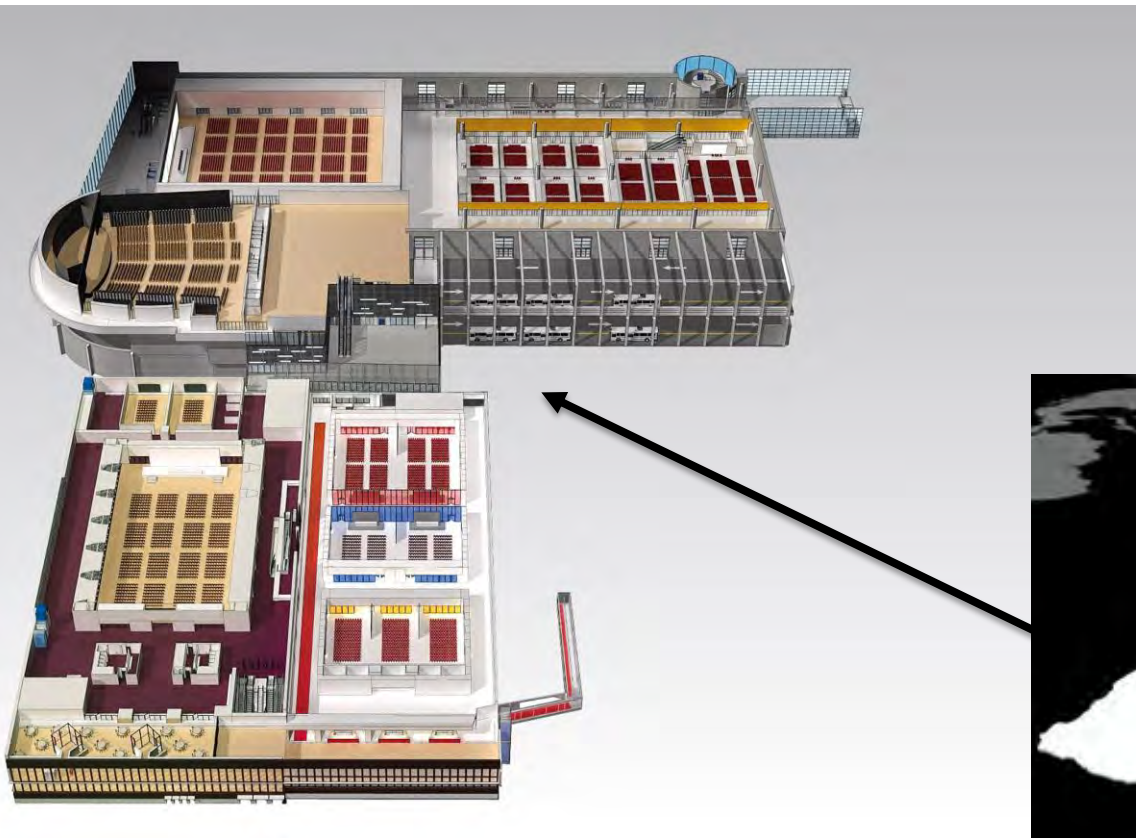
# A SPECIAL STAGE WITHIN THE EXPO SITE



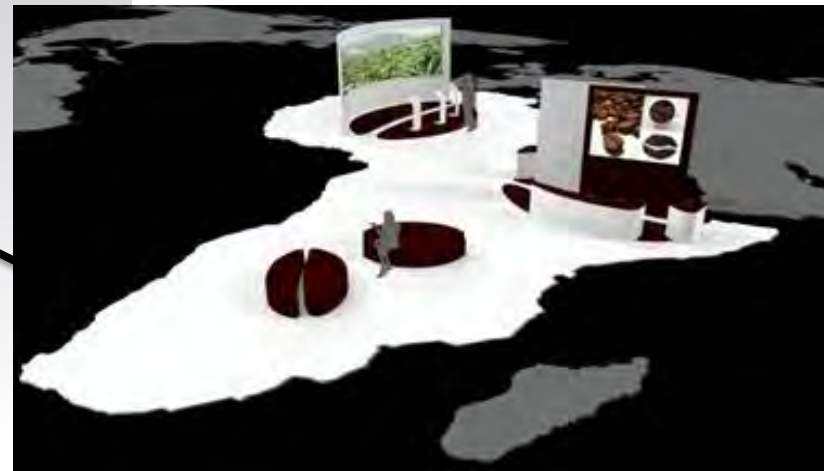
## A **STAGE** within the **COFFEE** **CLUSTER** & the **EXPO SITE**

- **Three Expo Days** dedicated to **Coffee**
- All **participants** in the World Coffee Conference will be granted **access to Expo Milano 2015**
- The **Opening session** of the World Coffee Conference at EXPO

## An **AFRICAN CORNER** with **DEDICATED DESIGN** and **SETUPS** at the MiCo Convention Centre



**18,000** seats total capacity  
**4,000** plenary room capacity  
**1,500** auditorium capacity  
**54,000** square meters exhibition area







**CO-CHAIRING** of the **WCC**  
between **ITALY** and **AFRICA**



# THE BUDGET



Recap	Income	Costs
<b>Income</b>		
01 - CONTRIBUTIONS	500.000,00	
02 - EXHIBITION SPACES	510.000,00	
03 - REGISTRATIONS	200.000,00	
<b>Costs</b>		
01 - GRAPHIC STUDY		5.000,00
02 - PRINTING AND MAILING		9.020,00
03 - PROMOTION, MAILING AND POSTAGE		103.000,00
04 - CONGRESS SECRETARIAT		27.500,00
05 - CONGRESS VENUE		271.294,00
06 - AUDIO-VISUAL EQUIPMENT		160.386,00
07 - DECORATION, SIGNPOSTING AND SCENOGRAPHY		202.500,00
08 - CATERING		58.950,00
09 - STAFF ON-SITE		7.710,00
10 - CONGRESS MATERIAL		15.510,00
11 - HOSPITALITY		130.320,00
12 - TRANSPORTATION		34.310,00
13 - SOCIAL PROGRAMME		108.000,00
14 - ON-LINE SERVICES		12.000,00
15 - MISCELLANEOUS		14.500,00
MF - MANAGEMENT FEE		50.000,00
	<b>1.210.000,00</b>	<b>1.210.000,00</b>
<b>Profit</b>	<b>- 0,00</b>	





SEE YOU IN MILAN!