



# 2016 WORLD COFFEE CONFERENCE AND EXHIBITION, FEB 21 - 28

## ADDIS ABABA, ETHIOPIA

Preparatory Presentation, 02/03/2015

# Introduction

Ethiopia is thrilled to be hosting the 2016 World Coffee Conference, and is committed to hosting a world-class industry event.

Our collaborating partners, ranging from government, to industry, to non profit organizations, are coordinating their contributions and skills to ensure that the conference and forum are seamlessly delivered to our honored guests.

The following presentation includes an overview of the arrangements that are in progress. We look forward to showing you all that Ethiopia can offer.

# Proposed Themes

- ❑ Ethiopia's unique experience with coffee hinges on the unparalleled coffee diversity and coffee culture within the country.
- ❑ The organizing committee proposes one of the two following themes:
  - ▣ ***'Celebrating Coffee Culture, From Seed to Cup'***
  - ▣ ***'Increasing Consumption Through Diversity and Culture'***



# 2016 Planned Event Schedule

- Feb. 18-20: AFCA 2016 Dar es Salaam, Tanzania
- Feb. 21 S : Registration and Welcome Cocktail Reception
- Feb 22 M : Exposition and Conference
- Feb 23 T : Exposition and Conference
- Feb 24 W : Exposition and Council Meetings
- Feb 25 R : Council Meetings
- Feb 26 F : Council Meetings
- Feb 27 S : Optional Site Visits
- Feb 28 S : Optional Site Visits

# Event Coordination

- The committed members of the organizing committee include:
  - ▣ Ministry Of Trade (MoT)
  - ▣ Ministry Of Foreign Affairs (MoFA)
  - ▣ Ethiopian Coffee Exporters Association and AFCA
  - ▣ Event Organizer/Manager
  - ▣ Press Liaison Officer



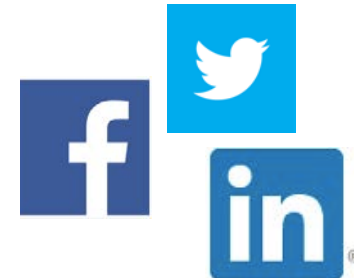
# Invitees

- The organizing committee will develop a list of invitees that includes representatives from the following categories:
  - ▣ **Governments**, including Heads of State and Ministers of Agriculture and Trade
  - ▣ **Industry**, including representatives major buyers, exporters, producers, etc.
  - ▣ **Experts** on coffee production and quality
  - ▣ **Research organizations** focused on coffee
  - ▣ **Non-profit organizations** engaged in coffee work



# Promotion and Press

- Event manager and press liaison officer will work together to **invite and brief traditional press**, including making press packets available at airport and event
- **Promotion on coffee websites** (Ethiopian Fine Coffees, ICO, SCAA, AFCA, CQI, etc.)
- **Outreach to industry email list** (~6,800 contacts) and ICO distribution list:
  - Event announcement/save the date
  - Updates (speaker lists, event schedule, trip opportunities, etc.)
  - Registration deadlines/reminders
- **Social Media**, via partners and linked to emails/online content



# Registration

## □ On-line Registration:

- The event **website will be active at least 9 months in advance** in order to provide event information to participants.
- Advance **on-line registration will be available at least four months before** the meetings, with early-bird discounts available
- The event organizer will ensure that participants lists, accommodation information, name badges, and other delegate logistics are all accurate and up-to-date

## □ On-site Registration:

- The Ethiopian organizing committee believes that this should be a widely-available event, especially for local participants who may decide to attend last minute. As such, there will be an **option to register and pay attendance fees on-site** during the event.
- Registration and information booths will be centrally located and manned by staff who are knowledgeable on both the event and the city



# Registration Website



## 2016 World Coffee Conference

### 2016 World Coffee Conference Ethiopia

Ethiopian Coffee Exporters' Association

Tuesday, March 1, 2016 at 8:30 AM - Thursday, March 3, 2016 at 7:30 AM (EAT)

Addis Ababa, Ethiopia

#### Registration Information

TYPE	END	QUANTITY
General admission	Mar 1, 2016	Free <input type="button" value="v"/>

Register

Save This Event

#### Who's Going

Connect to see which of your Facebook friends are going to 2016 World Coffee Conference Ethiopia.

Connect with Facebook

Share 2016 World Coffee Conference Ethiopia

Email Share Tweet Like Be the first of your friends to like this.

#### Event Details

The 2016 World Coffee Conference will be held in Addis Ababa, Ethiopia.

#### When & Where



Addis Ababa

Addis Ababa, Addis Ababa  
Ethiopia  
Tuesday, March 1, 2016 at 8:30 AM -  
Thursday, March 3, 2016 at 7:30 AM  
(EAT)

Add to my calendar

# Proposed Venues

Key Descriptor	AU	UNECA	Sheraton
Capacity	2,500	1,250	1,500
Rooms	<ul style="list-style-type: none"> <li>2 Main halls</li> <li>Multiple meeting rooms</li> <li>Exhibition area</li> <li>Briefing rooms etc</li> </ul>	<ul style="list-style-type: none"> <li>2 main halls</li> <li>4 conference rooms</li> <li>Exhibition concourse</li> <li>Multiple briefing rooms, business centers, etc.</li> </ul>	<ul style="list-style-type: none"> <li>1 grand ballroom</li> <li>8 meeting rooms with a total space of 1,500 m<sup>2</sup></li> </ul>
Exhibition facilities	<ul style="list-style-type: none"> <li>Exhibition area</li> </ul>	<ul style="list-style-type: none"> <li>Exhibition concourse on lower level</li> </ul>	<ul style="list-style-type: none"> <li>Not interested</li> </ul>
Cost	Negotiatble	<ul style="list-style-type: none"> <li>\$29/person/day (Room, Exhibition area, Coffee break, Buffet lunch)</li> </ul>	\$62.5/person/day (Room, coffee breaks, projector) Est: \$50,000 for Council
Convenience	Low	High	Moderate

All venues under consideration provide a full suite of event equipment (IT, sound, video, presentation), translation facilities, business services, etc. If this is included in the price, it is noted above.

# African Union

- ❑ Capacity: 2,500
- ❑ Multiple Rooms for meetings, breakout sessions
- ❑ Full IT and audio visual capability
- ❑ Large 5 star hotel on the facility under construction
- ❑ Some distance to hotels



# UNECA

- 2 main halls that can be electronically linked to seat a total of ~1,250
- 4 conference rooms, each seating 115 people
- A variety of briefing rooms, work lounges, etc.
- Exhibition concourse with 2,100 m<sup>2</sup> booth space
- Fully equipped for multi-lingual, complex events with simultaneous translation, medical clinic, cafeteria, and on-site catering services
- Walking distance to hotels and restaurants
- Cost





# Sheraton Addis

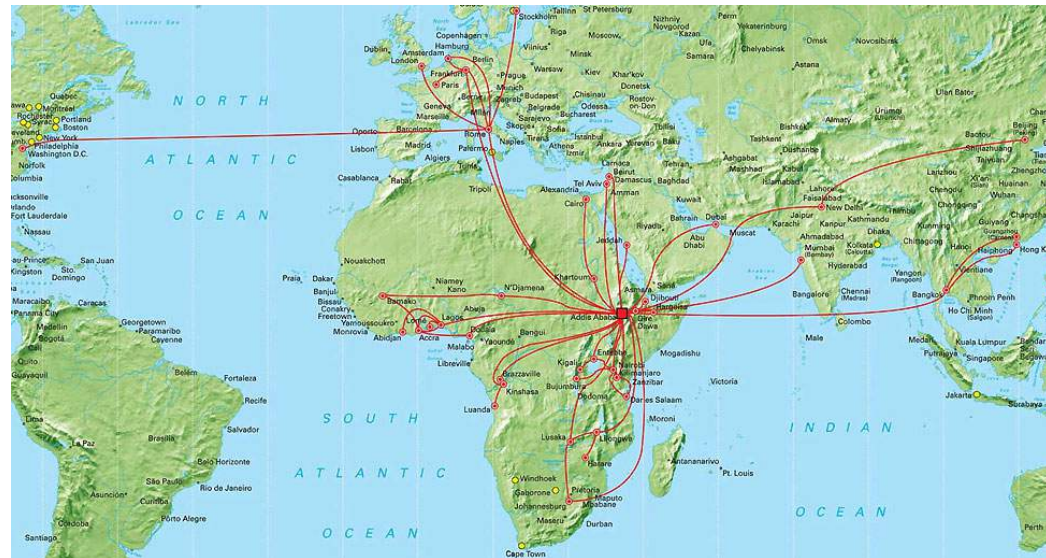


- ❑ 1 grand ballroom of 1,006 m<sup>2</sup> that can hold up to 1,400 people
- ❑ 8 meeting rooms ranging from capacities of 40 – 100 people
- ❑ Standard hotel offering of business center and on-site food options
- ❑ General comments: Not interested in hosting the exhibition; only under consideration for the Council meeting on 25 & 26 Feb 2016
- ❑ \$62.50/person/day (including VAT and service charge): Covers room rental, coffee breaks and projector

# Travel: Ethiopian Airlines



- Ethiopia's major point of entry is **Addis Ababa's Bole International Airport**, which is served by many international airlines, including **Ethiopian Airlines**, a **Star Alliance** member
- Ethiopian Airlines offers flights from many regional and international departure points, as well as ~20 domestic airports, making them an easy choice for those planning to travel to or within Ethiopia





# Travel: Alternate Airlines

- In addition to Ethiopian Airlines, Bole International Airport is also served by

□ Lufthansa



□ Saudia



□ Egypt Air



□ Sudan Airways



□ Kenya Airways



□ Emirates



□ Turkish Airlines



□ Qatar Airways



□ Puntavia (Air Djibouti)



□ Yemenia



# Travel: Visas

- ❑ Visas will be **coordinated and facilitated by the Ministry of Foreign Affairs**, in partnership with immigrations
- ❑ Upon registration, participants will receive a **formal letter of invitation to facilitate visa applications**. The website will also include information on visa requirements and locations of Ethiopian embassies and consulates
- ❑ **Visa on Arrival:** a list of registered participants will be provided to immigrations in advance of the event

# Travel: Airport Arrangements

- ❑ **Airport Booth:** Signage and banners will be developed to allow conference attendees to easily identify conference staff, who will be present at the airport in order to provide general support
- ❑ **Airport Transfer Service:** In Conjunction with committee and the hosting hotels airport pickup service will be arranged for all who require it.
- ❑ **Customs Clearing:** Ministry of Trade will facilitate the customs clearing process for ICO staff or exhibitors who may need assistance bringing materials into the country



# Accommodations

- Addis Ababa offers a rich variety of accommodation options, ranging from international chains to modestly-priced local hotels
  - ▣ **International Chains:** Sheraton (\$250 - 370), Radisson Blu (\$220), Hilton (\$190),
  - ▣ **Moderate Local Hotels:** Elilly (\$210), Jupiter (\$140), Capital (\$140), Saro-Maria (\$130), Harmony (\$130)
  - ▣ **Budget-Conscious Local Hotels:** Churchill (\$100), Caravan (\$80), Ag Palace (\$60),



# Transportation

- Addis Ababa is undergoing massive transformation with road and rail networks currently under construction, including the Addis Ababa Light Rail project
- Transport to and from major hotels will be provided by bus. For those staying at other hotels, local taxis are available, safe, and affordable. General guidelines on negotiating rates will be provided in the conference manual



# Field Visits: Coffee Routes

- In order to allow the esteemed delegates to learn about Ethiopian coffee and culture, the conference organizers will arrange field visits.

Limited space therefore advance booking required



- **Option 1: Sidama Coffee Tour (1-2 days)**
  - ▣ Charter flight to Hawassa
  - ▣ Typical Garden Farms, ECX Facility Hawassa, Yirgalem Washing Station, visiting of Garden farms
- **Option 2: Jimma Coffee Tour (1-2 days)**
  - ▣ Ethiopian Air flights, with block booking
  - ▣ ECX Facility Jimma, Agaro Washing Station, Jimma Research Center, Old Forest coffee, Small holder village
- **Option 3: Harar Coffee Tour (1 day )**
  - ▣ Charter flight to Harar
  - ▣ Smallholder coffee farms, Oromia Coffee Union Processing Facility, Historic Harar city visit



# Field Visits: Historic Sites

## □ **Option 4: Gondar, Axum or Lalibela Historic Sites (2 days)**

- ▣ Ethiopian Air flights, with block booking
- ▣ Rock-hewn churches of Lalibela
- ▣ Castles of Gondar
- ▣ Axum obelisks



# Field Visits

## Nekemte and Wellega

Nekemte also known as Lekempti, is a region located within the state of Wellega. The region produces excellent sundried natural and washed coffee.

## Jimma

Jimma encompasses Ethiopia's largest basket of unwashed coffees. The area has a multitude of different indigenous varieties that can be quite diverse in quality.

## Limu

Limu coffee grows in the southwest of Ethiopia. This all washed coffee generally has a milder acidity than Sidama and Yirgacheffe; and is often characterized by a balanced, clean cup.

Other important southwest regions include: Bench Maji, Kaffa and Tepi.



■ Garden Coffee  
■ Forest & Semi-forest Coffee  
■ Plantation Coffee

**Lalibela,  
Axum or  
Gondar**

**Kaffa**

**Tepi**

**Bebeka**

## Sidama

The region of Sidama is in southern Ethiopia. It encompasses many individual origins and features an extraordinarily wide variety of coffee flavors. Many different grades of both washed and unwashed coffees are produced here.

## Harar

Harar comprises the easternmost of the coffee-growing regions of Ethiopia. It is subdivided into four smaller regions: East Harar, West Harar, Bale, and Arsi. Nearly all coffee from Harar is sundried natural.

## Yirgacheffe

Yirgacheffe is a micro-region within Sidama. Yirgacheffe coffees are so distinct and internationally recognized that they are grouped into their own special category.



# Addis Ababa Activities



## □ Shopping:

- Merkato is Africa's largest traditional, open-air market
- Salem's offers traditional handicrafts
- Shiro Meda offers a large selection of traditional clothing and cloth
- Piazza offers a range of jewelry and metalworking shops

## Cultural Restaurants:

- Yod Abyssinia, Habesha 2000, Checheho, and Totot all offer traditional Ethiopian meals for groups with a floor show of traditional dancing and music

## □ City Sightseeing:

- Traditional Ethiopian Orthodox churches
- National Museum, where Lucy is kept
- Entoto forest for hiking and nature

# Key Upcoming Activities, 2015

- ❑ Hire event coordinator (March – April)
- ❑ Finalize venue (March – April)
- ❑ Block-book hotels (March – April)
- ❑ SCAA Ethiopia Pavilion Promotion (April)
- ❑ Launch website (March – April)
- ❑ Expo Milan Ethiopia Pavilion Promotion (May-September)
- ❑ Speaker outreach (May – June)
- ❑ Sponsor outreach (May – June)
- ❑ Letters of invitation (May – June)
- ❑ Marketing materials and plan (May – June)
- ❑ Social event arrangements (July-August)
- ❑ Meeting manual/guide (July-August)
- ❑ Report to Council – Final State of Readiness (September)