

incredible INDIA Welcomes you



WCC 2020 @ Bangalore





The core activities are :

- Enhancement of production, productivity & quality by focused efforts in R&D and transfer of technology
- Export promotion for achieving higher value returns to Indian Coffee
- Supporting development of Domestic market in coffee consumption.
- Coffee Board of India works closely with India Coffee Trust in steering *India International Coffee Festival*



India Coffee Trust (ICT)



- **India Coffee Trust** is a forum for Coffee Growers, Exporters, leading Coffee Brands, Cafe Chains and Stand alone Cafes, Equipment Manufacturers and Coffee Experts.
- ICT with the support of Coffee Board of India organises Biennial *India International Coffee Festival*. Four of the previous editions have been held in Bangalore the capital of Karnataka State.



World Coffee Conference- History

- 1st WCC London, UK (17 to 19 May 2001)- **460 delegates**
- 2nd WCC Salvador, Brazil (23 to 25 Sep 2005) - **1,200 delegates**
- 3rd WCC Guatemala City, Guatemala (26 to 28 Feb2010)- **1,400 delegates**
- 4th WCC Addis Ababa, Ethiopia (6 to 8 March 2016) - **1,000 delegates**

Delegate Profile: The 76 Member Countries of the International Coffee Organization (ICO) and over 1000 attendees, including coffee growers, exporters, representatives from government, private sectors and international agencies.



Why India for WCC 2020

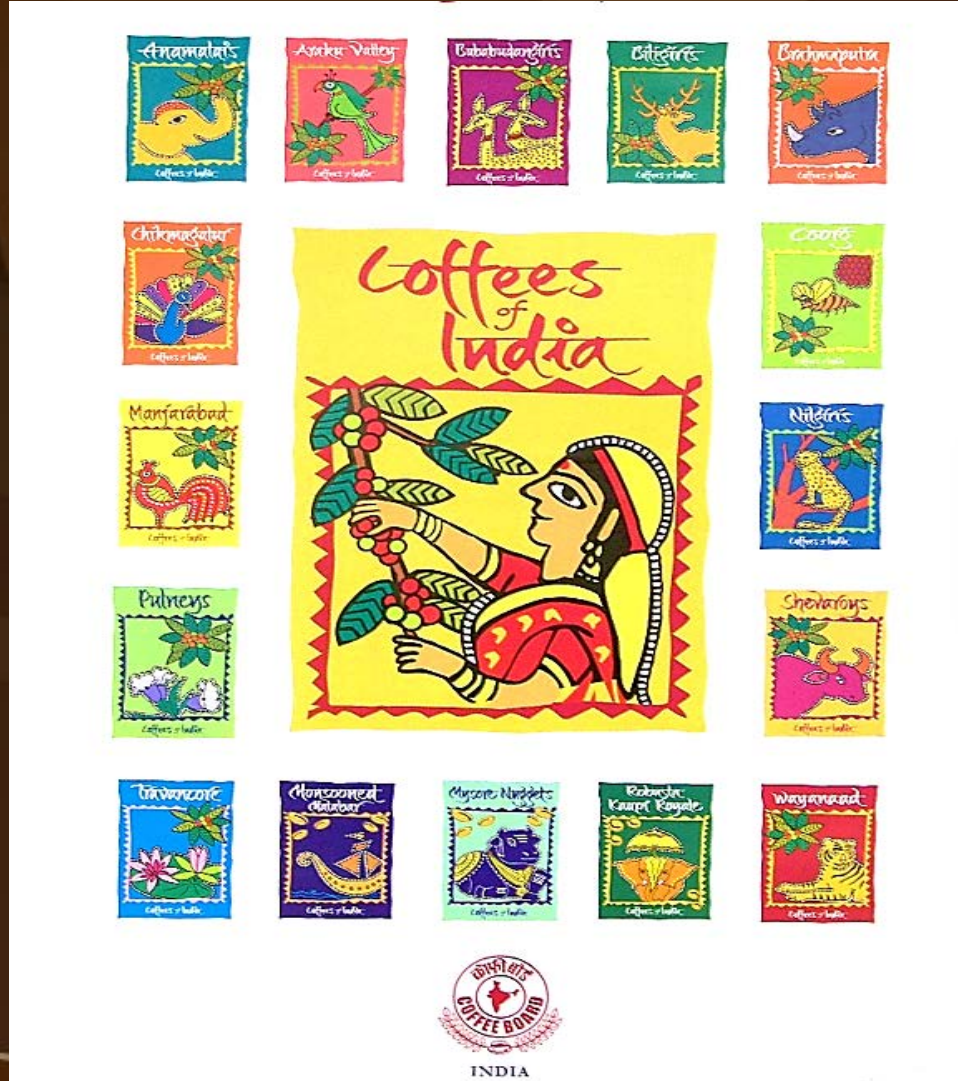


- The first four editions of WCC were held in Europe, Latin America, Central America and Africa now Asia is the natural choice to host 5th edition of WCC
- India is the fifth largest coffee exporter and producer
- India is also emerging as a major coffee consuming country
- Govt. of India has a strong focus on increasing coffee plantation
- Global community wants to connect with Coffee growers in India and Asia
- WCC 2020 offers an Excellent opportunity to explore India & Asia

(Continued)



Why India



Diverse growing regions.
One unifying spirit.





Bengaluru is a
City of Culture, Heritage, Technology & much
more....



WCC 2020 Venue – Bangalore

- Bangalore is the Coffee & Café Capital of the Country
- Bangalore belongs to the State of Karnataka that produces nearly 70% of India's Coffee
- Bangalore is the IT, Biotech and start Up Capital of India
- **Bangalore** enjoys moderate **climate** throughout the year



Bangalore International Airport-The Third Largest Airport in India



Air Connectivity to Bangalore(BLR)



- Globally Connected
- Bangalore Airport handles more than 23 Million Passengers every year
- All major Airlines are connected to Bangalore



Bengaluru offers

- ✓ Ultra Luxury and Luxury Hotels
- ✓ Business & Budget Hotels
- ✓ Service Apartments
- ✓ Government Guest Houses
- ✓ Various category of hospitality for
 - VVIPS
 - VIP
 - Speakers
 - Conference Delegate
 - Exhibitors



Accommodation

Star, Luxury & Business Hotels in Bangalore

Hilton



JW Marriott



The Lalit
Ashok



Shangri-La



Grand Hyatt



Taj West end



Bangalore International Exhibition Centre



*India's first "LEED - Certified" Green
Exhibition & Conference Facility*



WCC Venue

BIEC INTERNATIONAL EXHIBITION & CONVENTION CENTRE

A state-of-the-art building complex that features an Exhibition & conference Centre

- 34 Acres beautifully landscaped complex
- 5 Exhibition Halls – 60000 sqmts
- 5 Conference Halls – 5600 sqmts
- Boardroom
- Media Lounge
- 2 Food Courts – 7500 sqmts
- Dedicated Registration Area
- Amphitheater
- VIP Lounge
- Ample Car Parking
- Helipad



BIEC INTERNATIONAL EXHIBITION & CONVENTION CENTRE



5th WCC Event Spectrum



World Coffee Conference

Council/ICO bodies

Workshops

Exhibition

Awards

Cultural Evening

Gala Dinner

Networking Programme

To be Co-Located with
IICF 2020



WCC 2020- Proposed Theme

Sustainability through Consumption

The World Coffee Production is increasing and having a negative impact on coffee prices, this can be offset by increasing consumption – So, consumption is the key to Sustainability.

Focus on Economic ,Agriculture ,Commercial ,Environmental, Social & Cultural impact.

Industry shall deliberate on these topics



WCC - Consultative Forums

Day 1 - Consultative Forum

Day 2 - Council / ICO bodies meetings

Day 3 - Council / ICO bodies meetings

Day 4 - Council / ICO bodies meetings

Day 5 - Council / ICO bodies / Departure by delegates

Day 6 - Tour/visit (optional) / Departure by delegates



World Coffee Conference 2020 in Numbers



Namasthe



*We welcome you and promise you that
“Team India with Team ICO”
will make 5th World Coffee Conference at
Bangalore an inclusive event that offers the best
outcome and experience to every member country
delegations of ICO.*





*India International
Coffee Festival 2018*



Welcome to IICF 2018

Date: January 16th to 20th ,2018

Venue: The Lalit Ashok,Bangalore

Theme: “Express Yourself With Coffee”



Key Highlights of IICF

- Source best of Indian Coffees
- Explore Growing Domestic Coffee Business
- Launch your Brand, Products and Services @ IICF 2018
- Held in the Coffee capital of India – Bangalore
- About 800 delegate participation from India and Abroad
- International Delegates from over 15 countries take part in the event
- All leading coffee brands from Inland and overseas participate in the event.
- Skill Building Workshops is popular and will be attended by over 250 delegates.



India International Coffee Festival



IICF Objectives

- Promote the unique & diverse shade grown coffees of India globally.
- Promote domestic coffee consumption and provide platform to tap India market
- Showcase latest equipment and technologies from Coffee Plantations to Cafes.
- Promote Coffee Tourism across established and emerging coffee regions of India



Components



INTERNATIONAL CONFERENCE
COFFEE EXPO
SKILL-BUILDING WORKSHOPS
COFFEE AWARDS
COFFEE TRAIL
COFFEE QUIZ
LAUNCHPAD



Skill-Building WORKSHOPS



The Art & Science of Roasting :
'Basic Level'



Brewing of Coffees



The Art & Science of Cappuccino:
'Milk Texturing



Cooking with Coffee



The Art and Science of Roasting:
'Advanced Level'



The Art and Science of Roasting:
'Intermediate to Advanced Level'



Workshops



CONFERENCE

Diverse Topics

- New challenges and ideas in Coffee Production
- Advances in Coffee Processing
- Coffee and Sustainability
- Trends in local and global Coffee Consumption
- Coffee Marketing & Start-Ups
- Coffee Tourism



Conference



Coffee Trade show Focus

- Exclusive Shade Grown Coffees of India
- Award Winning Coffees & Plantations
- Leading Coffee Brands & Café Chains
- Coffee Equipment from Farm to Café
- Coffee Accessories
- Coffee Tourism
- Start-Ups



International Tradeshow

International Trade show offers opportunities for

- Participants to display their expertise and cutting edge know-how
- Display and presentations of innovative technologies, vendor displays, and sampling of coffees from India and abroad.
- Farm Equipment Manufacturers to display their latest machinery and equipment that help change the way growers and planters work on their estates.
- Experiencing instant feedback and get exceptional Branding opportunities
- Identifying Distributors, Channel Partners for Sales & Service, etc.



Exhibition



Participation at IICF

- Over 1000 Conference & Workshop Delegates
- Showcase of top 100 Coffees and Brands, Café Chains and equipments
- Attract 10,000 business visitors
- Connect over million Coffee Enthusiasts
- Gathering from over 30 countries at the event



Explore IICF 2018

IICF Welcomes one and all as a
Sponsor/Exhibitor/Delegate

Join Us @ IICF 2018 and take a sip of current coffee developments and Inspiration along with new experience on the emerging opportunities.

