



ICC 119-11

13 March 2017
English only

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International Coffee Council
119th Session
13 – 17 March 2017
London, United Kingdom

Post of Executive Director

**Presentation by Mr Rodolfo Trampe Taubert,
Mexico**

Background

A copy of the presentation made to the 119th Session of the Council by Mr Rodolfo Trampe Taubert of Mexico, is attached.

Action

The Council is requested to take note of this document.



 INTERNATIONAL
COFFEE
ORGANIZATION

From vision to action
**The strategic role
of the ICO**

RODOLFO G. TRAMPE TAUBERT
Mexico's candidate to the Executive Director position of the ICO





 INTERNATIONAL
COFFEE
ORGANIZATION

**RODOLFO G.
TRAMPE
TAUBERT**

MEXICO'S CANDIDATE
FOR THE
EXECUTIVE DIRECTOR
POSITION OF THE ICO



<p> Producing countries that are already consumers</p> <p> Differentiated coffees in a commodities market</p> <p> Key role for private sector and civil society</p> <p> Coffee businesses based on TIC</p>	    <p>RODOLFO G. TRAMPE TAUBERT. Mexico's candidate to the Executive Direction of the ICO</p>
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SAME ICO,
OLD ISSUES

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- Vulnerability to pests and diseases
- Security of supply & production costs
- Low development in rural coffee communities
- Deficiencies to sustain investments in the sector
- Validity of coffee institutions and governability

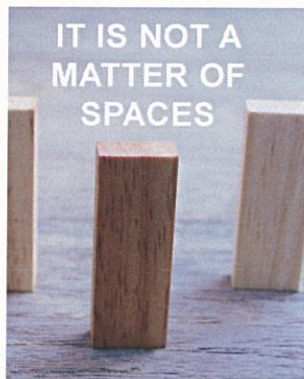
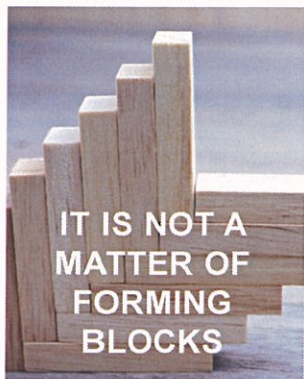


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**HOW TO CONTRIBUTE
TO THE OBJECTIVES
OF THE ICO AGREEMENT
2007?**

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It is about
RE-DIRECTING
the international
cooperation

It is about
INNOVATING
the design and
implementation of
public policies and
services

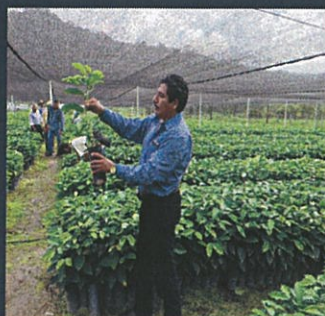
It is about
**WORKING IN
COLLABORATION**
to materialize a true
sustainable coffee
sector



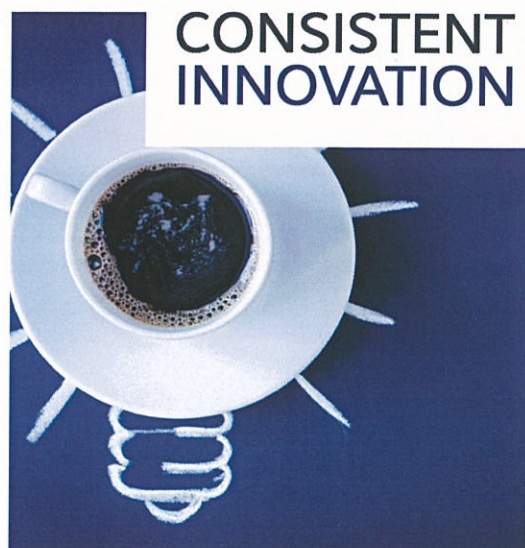
VISION OF CONVERGENCE

Prioritize a common agenda based on three principles of member countries

1. Applicability in the sector
2. Applicability in the sector
3. Equity in the chain



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CONSISTENT INNOVATION



Execute the common agenda with actions that include:

a) A new Technical Secretariat

- Ensure that the Committees and Working Groups of the Council work actively and productively
- Interact with a global network of specialists
- Facilitate the functioning of an internship system

b) Visibility of the ICO

c) Facilitate synergy between industry and government based on supply and demand

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COFFEE SECTOR

 Shortening technology and information gaps for producers

 Ensure profitability for small producers to reduce the risk of migration

 Improve the margin of productivity; reduce production costs to maximize the value of the chain

 Ensure and maintain consumption attractive among the new generations



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BASIC AGREEMENT ON ECONOMIC SUSTAINABILITY

- Monitoring of risk variables
- Cushion effect of price volatility
- Articulate actions within scenarios of imbalance
- ✓ Productive investment management
- ✓ Activation of quality mechanisms

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