

COFFEE PROMOTION IN AFRICA

*A Proposal for the Utilisation of Africa's
Portion of the Special Fund*

Submitted by the Inter-African Coffee Organisation (IACO)

Market Opportunity in Africa

- Great potential for Africa as an important market for its own coffee;
- Except for Ethiopia, Africa has limited domestic consumption;
- Increasing urbanisation, with the youth comprising 70% of the population, presents entrepreneurial and consumption potential in the transformation of the African coffee value chain.

Market Opportunity in Africa

- Promoting domestic consumption in IACO Member States;
- Development of partnerships for promoting consumption in other African countries as part of the African Union's promotion of intra-African trade;
- The Africa Union has launched the African Continental Free Trade Area with a priority to develop the African value chains.

Tapping into the African Market

- Representing the interest of its 25 Member States, IACO hereby requests the ICO to transfer Africa's portion of the Special Fund to assist in addressing the challenges of promoting domestic consumption in Africa as part of the transformation of the African coffee value chain.
- IACO is working with several partners to establish the Africa Coffee Facility aiming to:
 - build a sustainable regional coffee supply chain;
 - Build demand, market linkages and investments.

Key Priority

Support for the promotion of domestic consumption in IACO Member States

Thank you!