

5TH WORLD COFFEE CONFERENCE-2020

WCC –CITY, VENUE & DATES

CONCEPTUALIZATION & DESIGNS

INFRASTRUCTURE

MARKETING & PROMOTION

METHODOLOGY



INDIA

Stake Holders

International Coffee Organisation.

The International Coffee Organization (ICO) is the main inter-governmental organization for coffee, bringing together exporting and importing Governments to tackle the challenges facing the world coffee sector through international cooperation. Its Member Governments represent 98% of world coffee production and significant percentage of the world consumption.

India Coffee Trust (ICT)

India Coffee Trust is a forum for Coffee Growers, Exporters, leading Corporates, Equipment Manufacturers and Experts. ICT regularly organises Biennial India International Coffee Festivals (IICF) with the support of Coffee Board of India. President of ICT is Chairman of Private Sector Consultative Board of ICO and ICT is also well represented on World Coffee Producers Forum.

Stake Holders

Ministry of Commerce & Industries, Govt of India.

- Department of Commerce Govt of India is entrusted with formulating and implementing the foreign trade policy and development, promotion and regulation of export oriented commodities like Coffee.
- **Coffee Board of India** under Ministry of Commerce is the prime mover of Coffee sector in India. The activities of the Board are broadly aimed at;
 - Enhancement of production, productivity & quality
 - Export promotion in achieving higher value returns to Indian Coffee
 - Supporting development of Domestic market



WCC – City, Venue & Dates



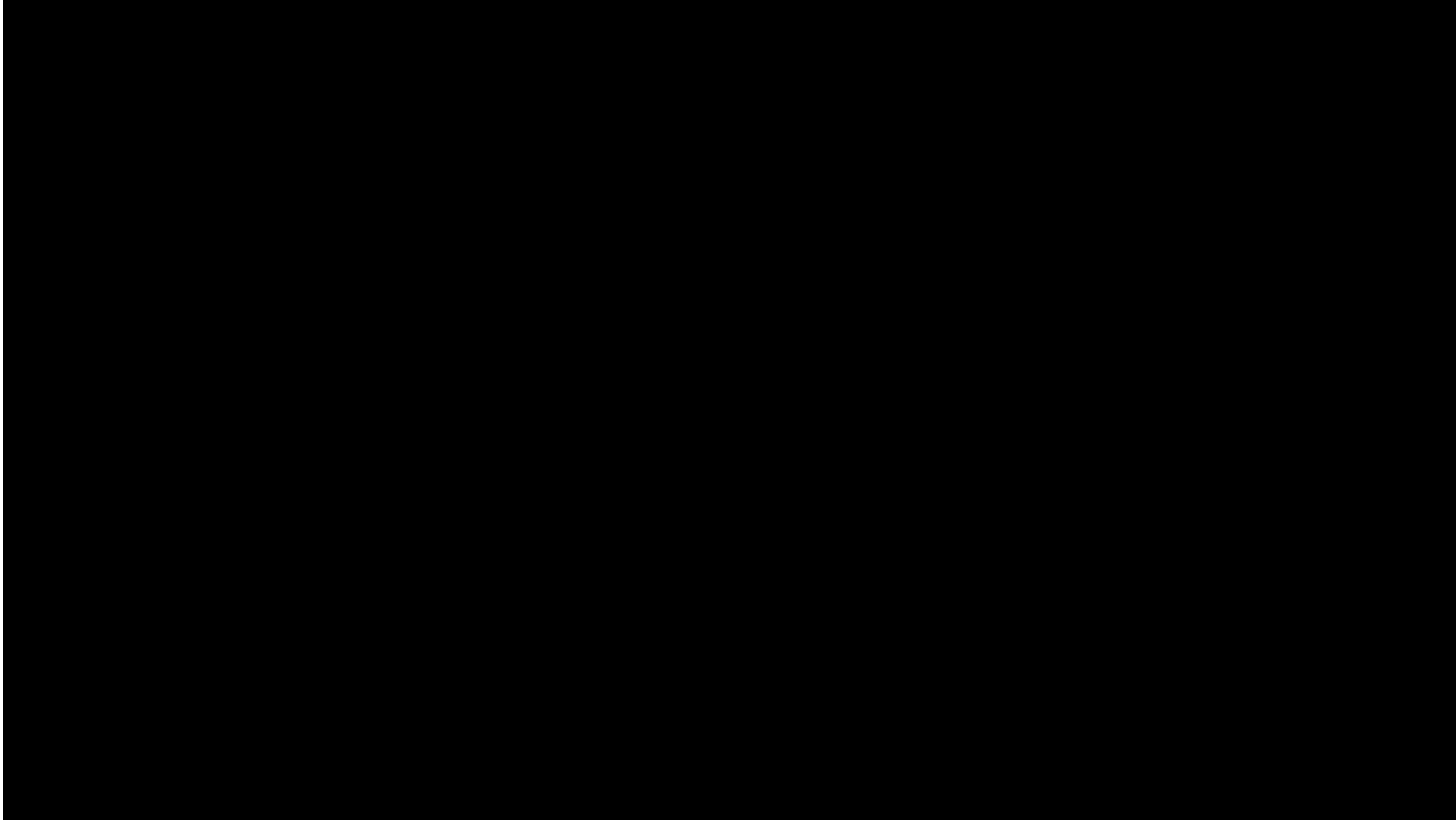
Bengaluru is a City of Culture, Heritage, Technology and the Coffee & Café Capital of the country and much more.....

Bangalore International Exhibition Centre

Venue - BIEC



BIEC—Video presentation



126th Session of the International Coffee Council 2020











Overview

- With 327 spacious rooms, more than 18000 square feet of dedicated conferencing and banqueting facilities, restaurants with theatre kitchens and a fashion accented bar, you couldn't have asked for a more balanced mix.
- 166 Superior (56 Twin), 81 Deluxe Room, 56 Premium Room, 17 Executive Suites, 6 Luxury Suites, 1 Presidential Suite.
- Taj Yeshwantpur, airport (33kms – 45minutes) and is also conveniently located from the city center (12 kms – 30 minutes).
- Bangalore International Exhibition Centre (BIEC) – 15 minutes.
- The hotel is located close to famous educational institutions, world class medical facilities, up-market residential complexes and World Trade Centre.
- Pet Friendly Hotel.

Conference Venue Capacity Chart

 <p>TAJ YESHWANTPUR BENGALURU</p> <p>2275 Tumkur Road Yeshwantpur, Bangalore 560022 Karnataka, India T 91 80 66900111 F 91 80 66900009 vivanta.yeshwantpur@tajhotels.com www.vivantabytaj.com</p>	Meetings & Conference						
	Venue Capacities					Venue Size	Venue Dimensions
	Cocktail 	Theatre 	Cluster 	Classroom 	U-shape 	Sq. Feet Sq. Meters	Length X Width X Height (Ft) Length X Width X Height (Mts)
Aura (Lobby Level)	1200	800	450	240		8100 750	130 X 62 X 20 40 X 19 X 6
Aura 1	225	200	80	60	50	2700 250	43 X 62 X 20 4 X 19 X 6
Aura 2	275	250	90	70	50	3200 300	52 X 62 X 20 5 X 19 X 6
Aura 3	200	175	70	50	40	2200 300	35 X 62 X 20 3 X 19 X 6
Aura prefunction Area						3200 300	142 X 22 X 12 43 X 7 X 3
Strategy (Level 1)	300	250	150	125	80	3400 325	106 X 32 X 12 32 X 10 X 3
Strategy 1	175	150	60	40	30	1800 125	57 X 32 X 12 5 X 10 X 3
Strategy 2	125	100	50	30	30	1600 150	49 X 32 X 12 4 X 10 X 3
Harmony (Level 1)	150	120	60	40	30	2200 200	55 X 40 X 10 17 X 12 X 3
Agenda (Level 1)					20	720 20	30 X 24 X 11 9 X 7 X 3
Oval 1 (Level 1)					12	280 25	20 X 14 X 10 6 X 4 X 3
Oval 2 (Level 1)					12	280 25	20 X 14 X 10 6 X 4 X 3

Lobby



Aura -8100 Sq. Ft.



Strategy Hall 3400 Sq. Ft.



Harmony Hall 2200 Sq. Ft.



Harmony Hall 2200 Sq. Ft.



Agenda – Board Room



Proposed Dates

5th World Coffee Conference - 2020

September 10th - 11th -12th 2020 (Thu-Fri-Sat)

126th Session of the International Coffee Council

September 14th - 15th -16th 2020 (Mon- Tues-Wed)

Why WCC in September

Reasons for conducting WCC 2020 in September 2020 & not in March-April 2020.

Budget Sessions at the Indian Parliament: We understand from the Ministry Officials that our intended Chief Guest for the Programme will be our Hon'ble Prime Minister of India and the Hon'ble Minister of Commerce and Industry to the event. But due to the Parliamentary Budget Session during March/April 2020, it will be difficult for both the dignitaries to move out of Delhi

Plantations: Indian Coffee harvesting season would have ended by mid-March and the plants would be tired and would not have an attractive appearance. International Delegates, visitors and foreign Coffee buyers would not get a good impression. During September, the coffee plantations will be blooming and International visitors may find it more befitting to visit the coffee plantations across the Coffee regions especially South India.

Why WCC in September

Weather: Weather in India and particularly Bangalore during September is most pleasing with the sporadic last showers of monsoon and winter in its wings. The average rainfall during April is 79.2 mm and during September is 218.7mm.

Cost Effective: Month of September is being a non-peak season, it will be ideal to host WCC in this month and the Air fares and Hotels will be available at attractive rates for the International delegates.

Other Events: During the recently held Core Committee meeting, it was pointed out by few Committee Members that during the period of March and April, there are important events like NCA, AFCA & few others while calendar of events in September may be relatively light.

Past WCC Schedules: It is observed that in the past, WCC editions have been hosted in different months may be keeping in mind the local conditions of the respective countries. There is also a precedent of WCC being hosted during the month of September in Brazil.



CONCEPTUALIZATION AND DESIGNS



BREWING SUSTAINABLE SOLUTIONS

Event Identity



Focus Sectors for the Event

- Coffee Producers & Exporters
- Coffee Brands & Café Chains
- Coffee Dispensing Machines
- Coffee Processing Equipment
- Coffee Accessories
- Innovation and Sustainable Technologies
- Research & Agro Technology
- Farm Equipment
- Coffee Tourism
- Commodity Boards
- Allied Products & Industries
- Coffee Start-Ups
- Coffee Related Processed Foods
- IT Solutions for Coffee Sector (Farm to Cup)

Existing WCC Structure

- Inaugural
- WCC Conference/Business Sessions
- Exhibition
- Cultural Programme
- Valedictory

5th WCC Event Spectrum



Conference

Exhibition

Workshops

B2B Meetings

Competitions & Awards

Networking Evenings

Golf Tournament

5th WCC 2020 - Event Schedule

World Coffee Conference/ Consultative Forum/Council & ICO Bodies		
Day 0	WEDNESDAY	WORKSHOPS, GOLF, COFFEE TRAIL CONCLUDES
DAY 1	THURSDAY	WORKSHOPS/INAUGURATION OF WCC EXPO/WELCOME RECEPTION
DAY 2	FRIDAY	CONFERENCE/EXPO/AWARDS/B2B MEETINGS
DAY 3	SATURDAY	CONFERENCE/EXPO/SMALL GROWERS WORKSHOPS/VALEDICTORY
DAY 4	SUNDAY	TOURS AND VISITS /COFFEE TRAIL BEGINS
DAY 5	MONDAY	INAUGURATION OF COUNCIL / ICO BODIES/ CONSULTATIVE FORUM
DAY 6	TUESDAY	COUNCIL / ICO BODIES
DAY 7	WEDNESDAY	COUNCIL / ICO BODIES

New Ideas



The Mascot for WCC 2020

Every major International event when moves to a particular country a Mascot is created which captures the ethos of the host country and becomes a brand ambassador to promote various features of the event globally.

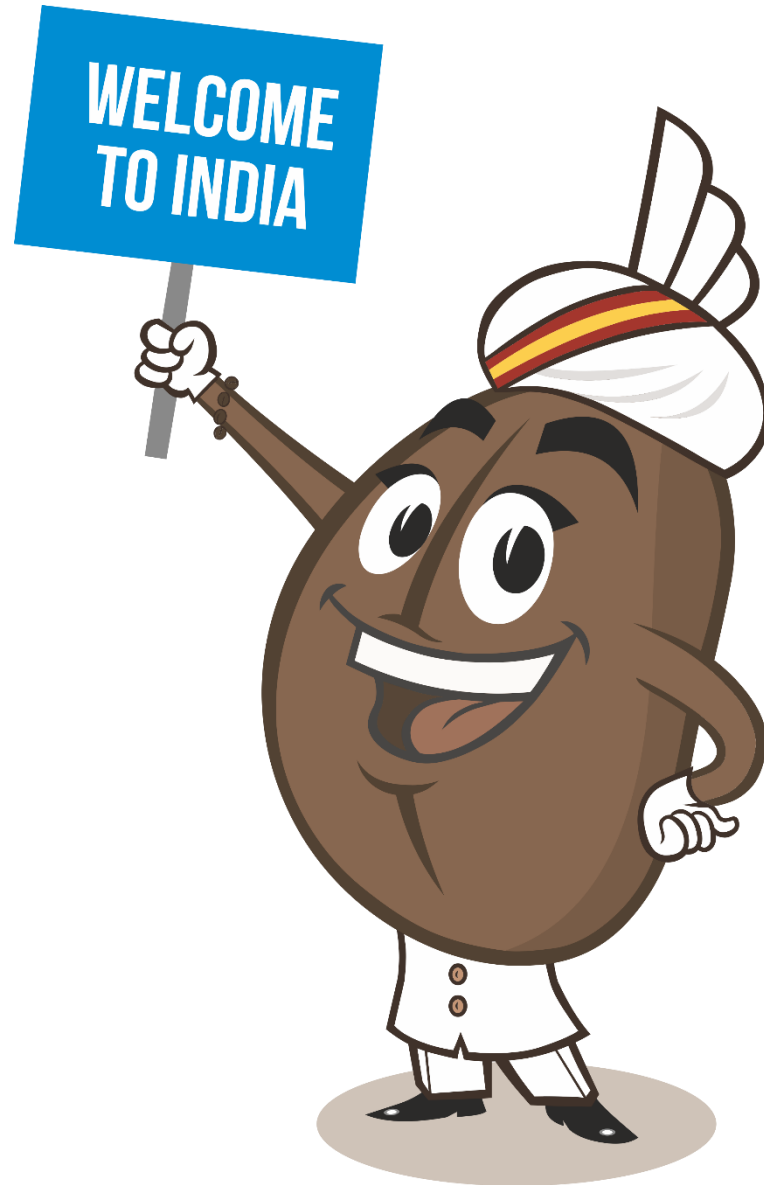
- We believe that Coffee Swamy can be that Mascot

- The next few slides depict various avataars of Coffee Swamy.

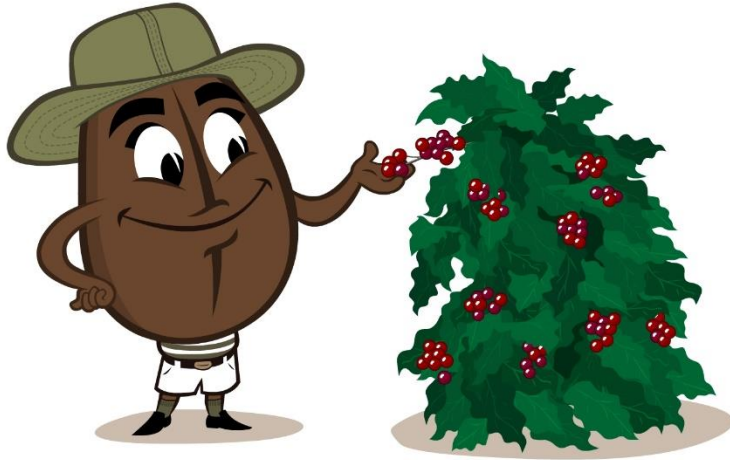
- Coffee Swamy will makes its presence felt in all forms of communication print, electronic and digital.

- Special film of about 2-3 minutes is proposed to highlight the entire spectrum of 5th World Coffee Conference 2020.

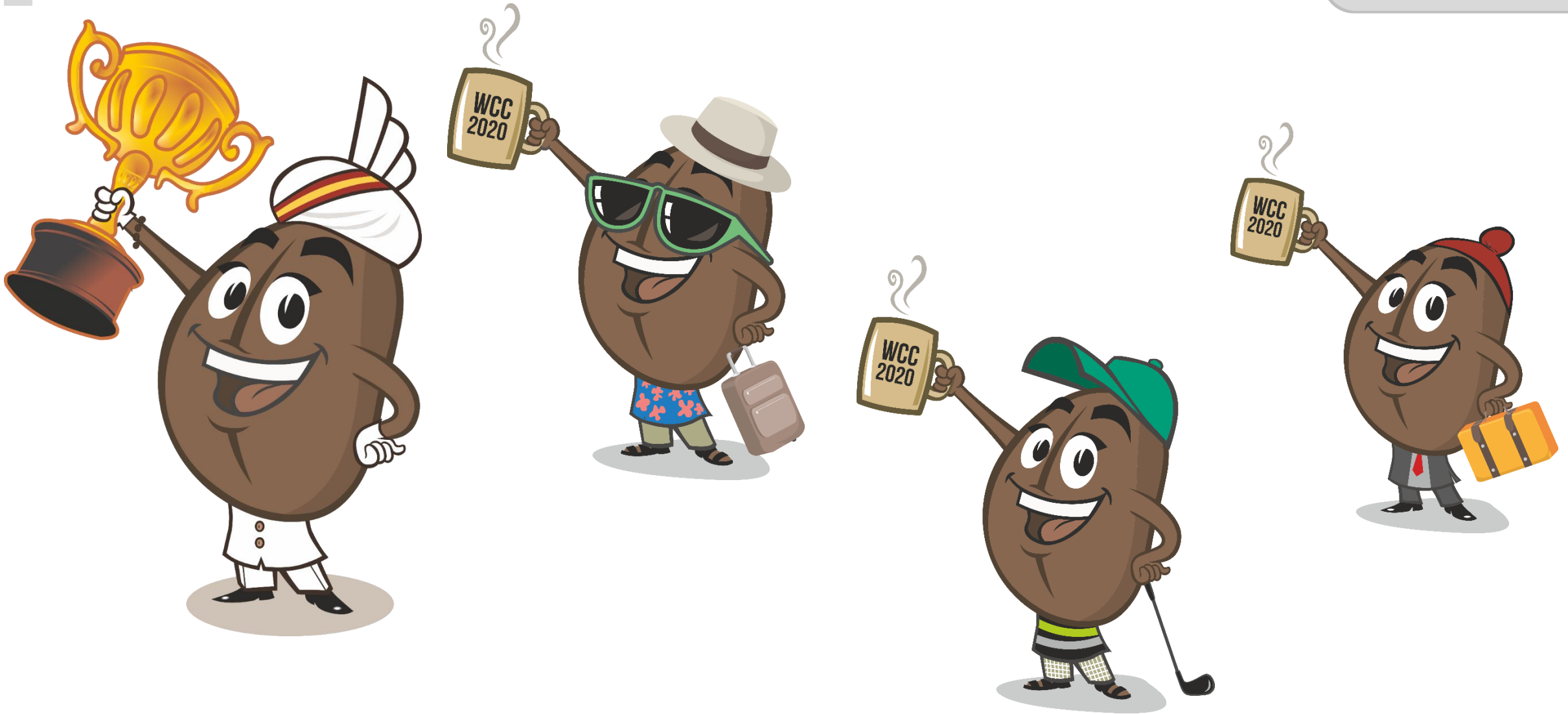
Coffee Swamy -The Mascot for WCC 2020



Coffee Swamy Avataars



Coffee Swamy Avataars



SPECIAL EVENTS

Coffee Art – An exhibition of paintings or art that has been created with the use of Coffee or focusing on Coffee could be displayed at the event



SPECIAL EVENTS



Coffee Trail

A tour to the exotic places that will reflect the unique traditions of Indian Coffee sector will be organized prior to and after the Event





New Initiatives @ WCC

- Skill Building Workshops
 - InterlinX – Coffee Connections
 - Coffeebration
 - WCC- Golf Championship
 - Focus on Sustainable Development Goals of United Nations
 - Ideas for Small Growers
- 

Skill Building Workshops

The workshops at WCC 2020 will have something for everybody - you could be a coffee professional, an amateur, a connoisseur of coffee or even one who wants to experiment with coffee. Skill Building workshops promise exciting learning sessions and more.

Key Focus of Workshops:

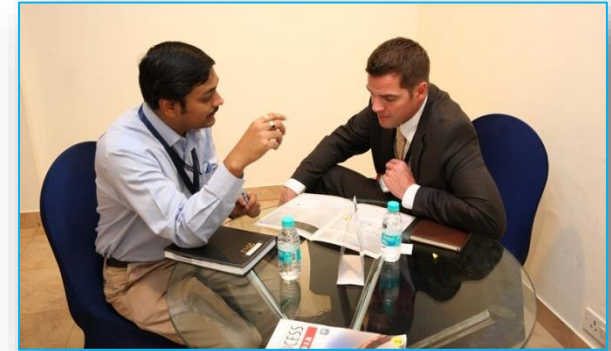
- **ROASTING AND GRINDING OF COFFEE**
- **BREWING OF COFFEE**
- **ADVENTUROUS JOURNEY WITH COFFEE**
- **COOKING WITH COFFEE**



These will be conducted by experienced instructors and experts from each field. It will be an opportunity to train under the masters, and interact with the specialists. Modules have been designed to educate and train the participating coffee professionals & aficionados to build their knowledge base and skill sets beneficial for setting-up coffee businesses, professional development and personal enjoyment.

InterlinX – Coffee Connections

- One of the popular and sought-after ingredient of the Event
- An online tool for pre-planning business networking.
- Interact with Registrants well before the show
- Explore partnerships
- Facilitates one-on-one meetings between national & international delegates



COFFEEBRATION! Celebrate Coffee

Global Celebration of Coffees Around the Event.

- Launching new Coffee / Brands / Products
- Announce contests for the public
- Providing Discounts and free samples
- Cafes can run various activities
- Promote tourism to coffee regions



WCC 2020-Golf Championship

Coffee Growers, Industry Captains, Foreign Delegates and Golfer Delegates to be invited to participate in WCC Golf Championship scheduled during the event dates.





WCC- CONFERENCE FOCUS

BREWING SUSTAINABLE SOLUTIONS

I: Production

- a. Climate change
- b. Research and Development
- c. Price realization to the farmer

II: Quality

- a. Processing
- b. Organic Coffee, certification etc
- c. Phytosanitary issues

III: Consumption

- a. Home
- b. Specialty
- c. Commercial

IV: Other issues:

- a. Health
- b. Importance of Robusta
- c. Gender equality

Special Focus : Outlook of Asian Coffee – Strategic Overview on Production & Consumption

What are the Sustainable Development Goals?

The Sustainable Development Goals (SDGs) of United Nations also known as the Global Goals, are a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity.

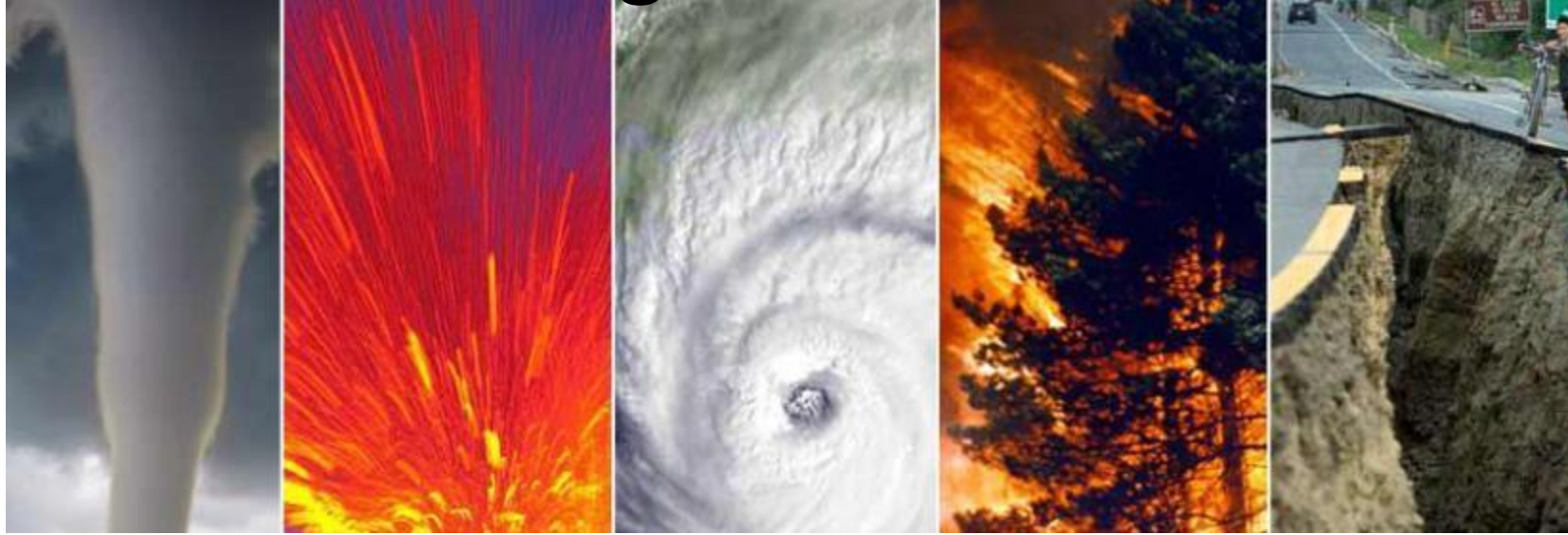
These 17 Goals build on the successes of the Millennium Development Goals, while including new areas such as climate change, economic inequality, innovation, sustainable consumption, peace and justice, among other priorities. The goals are interconnected – often the key to success on one will involve tackling issues more commonly associated with another.

Sustainable Development Goals



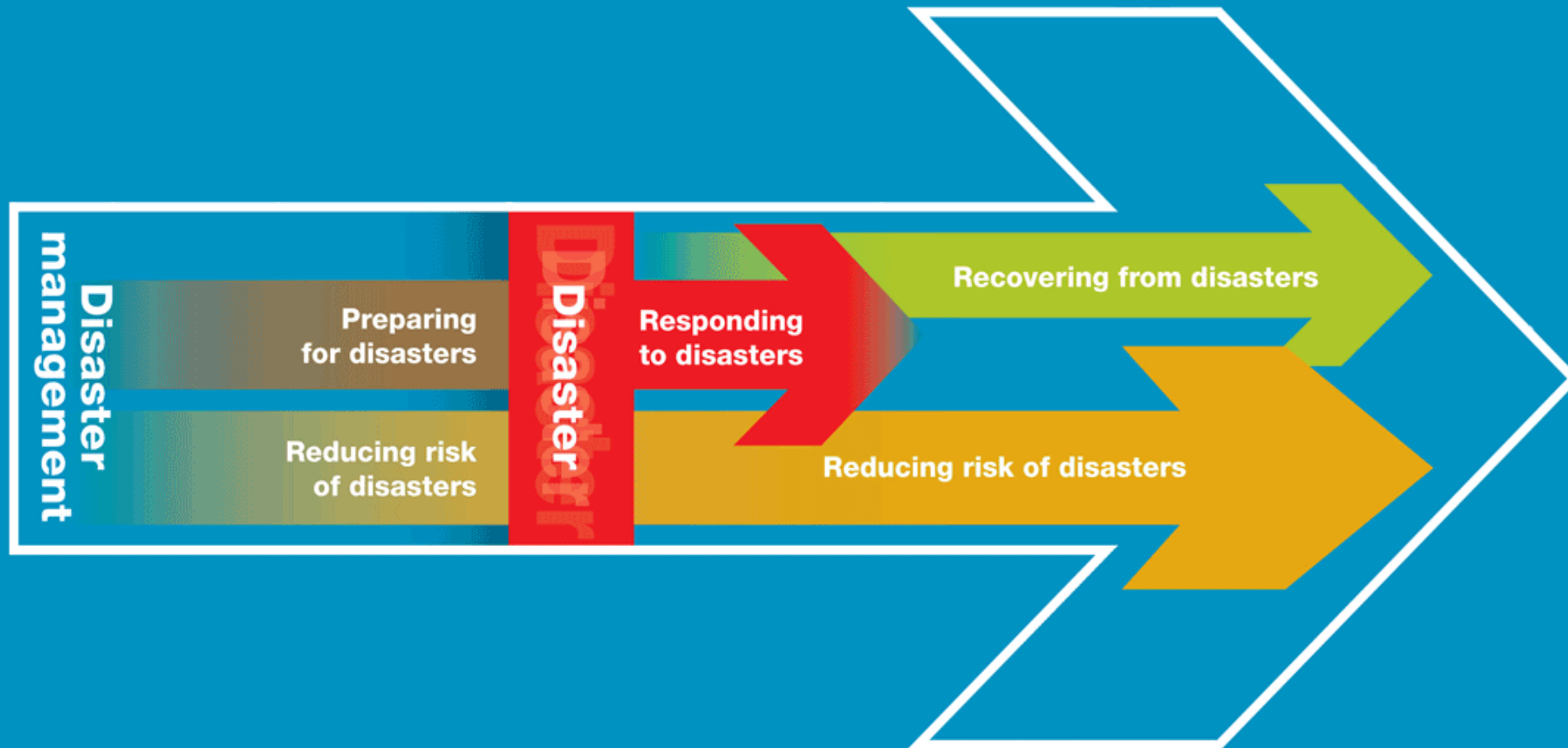
Key Focus- Conference

Disaster Management



- **SURGE IN CLIMATE CHANGE-RELATED DISASTERS**
- **DIRECTING MORE INVESTMENTS TOWARDS RESILIENT AND SUSTAINABLE HORTICULTURE(COFFEE PLANTATIONS)**
- **INTERNATIONAL PERSPECTIVE ON CLIMATE CHANGE ADAPTATION AND FLOOD RISK**
- **GREEN INFRASTRUCTURE, FOREST RESTORATION & FLOOD PROTECTION**
- **VISIONS FOR A FLOOD RESILIENT INDIA BY 2030**
- **IS THE FLOOD PROTECTION INDUSTRY AND GOVERNMENTS HEADING IN THE RIGHT DIRECTION?**
- **CENTRAL AND STATE GOVERNMENT MECHANISM**
- **WATER CONSERVATIONS & USE IN PRODUCTION & PROCESSING**

Disaster Management



Images



Images



Conduct One Day Workshops Dedicated to Small Growers only

Workshops comprise of:

- Micro Marketing for Small Growers Production through the use of Emerging Technologies
- Guidance from Experts
- Live Demonstrations
- Success Stories
- Case Studies





WCC Infrastructure



WCC- Infrastructure Requirements

WCC Requirements						
SI NO	Particulars	Capacity	Quantity	Seating Type		
				Conference	Theater	Cluster
1	Exhibition space	5,000 Sq mts	1	0	0	0
2	Inagural/World Coffee Conference	1500 PPL	1	1500	0	0
3	Executive Director – office		1	0	0	0
4	Executive Director – meeting room	10-15PPL	1	15	0	0
5	Office for the steering committee / ICT	10	1	10	0	0
6	Secretariat staff - office	15	1	0	0	0
7	Small meeting rooms	30	1	0	0	30
8	Press briefing	40	1	0	0	40
9	Business center	25	1	0	0	0
10	Host country conference organizers – office	20	1	0	0	0
11	Delegate lobby / Registration Area		1	0	0	0
12	VIP Lounge	20	1	0	0	0
13	Media Lounge	40	1	0	0	0
14	Speaker Lounge	30	1			



Marketing & Promotion





- Website
- SEO
- Social Media
- Mailers
- Event App

- Web site – www.wcc2020.com is blocked and the basic contents will include:
- Event description
- Date
- Venue details
- Conference Details
- Speakers Info
- Exhibitor/Delegate/Sponsors Tariff
- Registration Page
- Logistics Arrangement
- Program, Speakers & Abstracts
- Travel ,Coffee Trail, Tourism and Hospitality

Marketing & Promotions

ATL

Above The Line



- Radio, TV
- Newspapers
- Magazines

TTL

Through The Line



- Web marketing
- Social Media
- Fairs & Events

BTL

Below The Line



- Press & Public Relations
- Direct Marketing
- Emailing, Couponing, etc.

ASIA - TOURISM



Vietnam



Korea



Srilanka



Indonesia

ASIA-TOURISM

Singapore



Bali



Thailand



Nepal



Japan



China



India Tourism - ITDC

- Daily Local Tours
- Tours for Accompanying
- Pre Conference Tours
- Post Conference Tours



Enchanting BACKWATERS



Mesmerizing MONUMENTS

Exotic WILDLIFE



Divine TEMPLES



Karnataka Tourism - KSTDC

Golden Chariot



Stone Chariot- Hampi



Mysore Palace



Belur-Halebeedu



Bengaluru Tour

Bengaluru Palace



High Court of Karnataka



Rajbhavan



Vidhana Soudha



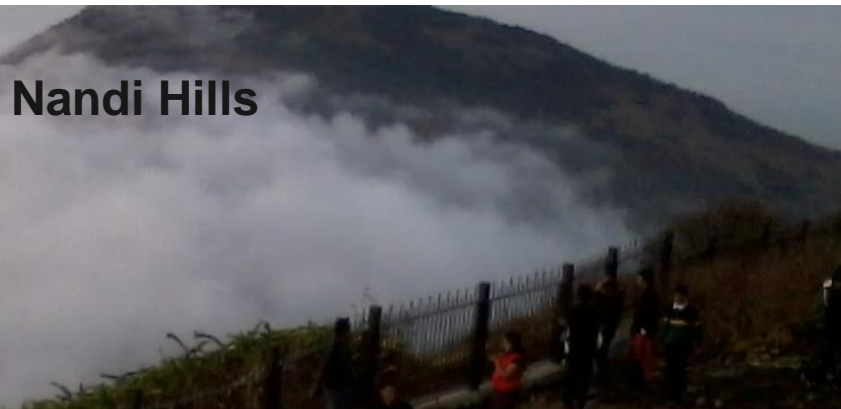
Lalbagh



Town Hall



Nandi Hills



Cubbon Park



Iskon Temple



World Coffee Conference 2020 in Numbers



85 COUNTRIES

500 ORGANIZATIONS

1500 DELEGATES

100 EXHIBITORS

10000 EXHIBITION VISITORS



Methodology

Committee –WCC 2020

- Ministry of Commerce and Industry, Government of India
- International Coffee Organisation
- Coffee Board of India
- India Coffee Trust

Committee –WCC 2020

1. Chairman – WCC Steering Committee, Sponsorship & Fund Committee
Mr. Anil Kumar Bhandari
2. Chairperson - Skill Building Workshops Committee
Mrs. Sunalini Menon
3. Chairman - Conference & Seminar
Mr. Ramesh Rajah
4. Chairman - Finance
Mr. Ashok Kurian

Committee - WCC 2020

5. Chairman - Hospitality, Transportation & Social Events

Mr. Shaji Philip

6. Chairman - Quiz & Competition

Mr. Ranbir Man Singh

7. Chairman - Infrastructure and Exhibition

Mr. C P Chandan

8. Chairman - Small Growers Symposium

Mr. M B Bopanna

WCC 2020 – Activities/Milestones

WCC 2020 Activities / Milestones 2020	
Sep-2018	ICO Meetings
	ICT meeting/Steering committee meeting
Oct 2018- Dec 2018	Venue booking, structure of the event, Initial communication to center & state agencies budgeting, meeting with corporate trustees
	ICT meeting/Steering committee meeting
Jan 2019- Feb 2019	Identification of speakers, global agencies ,database
	ICT meeting/Steering committee meeting
Mar 2019-2019	Final presentation to ICO
April 2019- June 2019	Launch of website, first announcement of WCC, media partners, association partners , permission letters to nodal ministers
	ICT meeting/Steering committee meeting
Jul-2019	Launch of WCC 2020
	ICT meeting/Steering committee meeting
Aug 2019 to Dec 2019	Marketing activities ,Speaker invites, one to one meeting with Key Sponsors and Exhibitors
	ICT meeting/Steering committee meeting
Sep-2019	ICO Meeting
	ICT meeting/Steering committee meeting

WCC 2020 – Activities/Milestones

WCC 2020 Activities / Milestones 2020	
Jan to Mar 2020	Locking of Speaker's , final program announcement, Buyer seller meeting, Schedule Starts
	ICT meeting/Steering committee meeting
April to Jun 2020	Closing of sales, Final Program
	ICT meeting/Steering committee meeting
April to June 2020	Vendor Finalization, Venue Reece, Review of final preparations, weekly monitoring,monthly Steering committee meeting, Conduct of the event
	ICT meeting/Steering committee meeting
Oct to Dec 2020	Closing of event with report Acknowledgment, Finance, Audit reports and next steps

Dignitaries@ WCC

**President/Prime Minister
Government of India**

**Chief Minister
Government of Karnataka**

**Secretary
Ministry of Commerce & Industry
Govt. of India**

**Executive Director,
International Coffee Organization**

Head of the Country Partner

**Union Minister of Commerce &
Industries, Govt. of India**

**Minister of Tourism
Govt. of Karnataka**

**Chairman/Secretary
Coffee Board of India**

