



PRESS RELEASE

International Coffee Council opens in Mexico

Mexico City, 9 April 2018 – The official inauguration ceremony of the 121st International Coffee Council, the governing body of the International Coffee Organization, has been held in Mexico City today. Officially launched by the Sub-Secretary Mr Jorge Armando Narváez Narváez, this is the first time the Council has met in Mexico, a country that is in the forefront in the process of modernizing its coffee sector.

In his speech, the Sub-Secretary extended a warm welcome to participants and stressed the importance of regional and international cooperation for the Government of Mexico. He further emphasised “It is important to always working hand in hand with the producers, and the small producers in particular, as well as with all stakeholders in the coffee value chain to improve the quality of life of producers and to take care of the environment.”

The Chair of the Council, Ambassador Aly Touré of Côte d’Ivoire formally thanked the host country for its hospitality and welcomed attendees to what was his first Council Session serving as the newly appointed Chair.

Ambassador Touré added that: “Coffee is a growth market, providing economic benefits at each step of the global coffee chain from growers to consumers, but as a global coffee community the International Coffee Organization and its Members had an extremely important task to work together, alongside international organizations and the private sector, to address the challenges facing the coffee sector”. He further called on delegates “to work together to ensure that the coffee sector continues to have a bright future”.

The Executive Director of the International Coffee Organization, Mr José Sette, emphasised that “Mexico is an appropriate setting to reflect on the changing world of coffee, especially with regard to coffee-producing countries. Mexico is no longer just an exporter of Mild Arabicas in bean form; the country is now a regional export hub for soluble coffee”.

He further emphasized "... imports of coffee have become increasingly important in recent years. In the domestic market, although per capita coffee consumption is still relatively low, a vibrant specialty coffee scene is emerging and prospects for increased consumption are bright. For this reason, Mexico is an interesting example of how the traditional exporter/importer and producer/consumer dichotomies is becoming increasingly blurred. Above all, Mexico is an example of the social importance of coffee as a generator of employment and income in rural areas".

The International Coffee Council and associated meetings, taking place from 9 to 13 April 2018 at the Hilton Reforma Hotel in Mexico City, was organized in collaboration with the Secretariat of Agriculture, Livestock, Rural Development, Fisheries and Food, a unit of the Federal Executive Branch of the Government of Mexico. The week-long event will bring together over 200 delegates from more than 30 countries from across the globe, to debate a number of issues of crucial importance to today's global coffee sector.

Along with dissemination workshops to share solutions to fight the devastating impact of coffee leaf rust, and to assess the health benefits of coffee consumption, delegates will discuss the challenges affecting the coffee sector in Central American countries and Mexico, as well as exciting developments to support the sustainable development of the coffee sector, including new avenues for funding projects and mobilizing impact investment through collaborative initiatives with Governments, international organizations and financial institutions, as well as the private sector. Delegates will also receive the latest statistics and analysis on the international coffee market, including reports on coffee trade flows and the increasing role of women in the production, supply and demand of coffee.

In his closing remarks to attendees, Mr Sette concluded by stressing that:

"I would, again thank our Host, the Government of Mexico for the opportunities for all of us to visit Mexico City, the cradle of Aztec civilization and a UNESCO World Heritage Site. I look forward to a highly productive week of work with all of you."

Notes to Editors

About the International Coffee Organization

The International Coffee Organization (ICO) is the main intergovernmental organization for coffee, bringing together exporting and importing Governments to tackle the challenges facing the world coffee sector through international cooperation. Our Members represent the Governments of 98% of world coffee production and over 83% of world consumption.

We endeavour to make a positive and practical contribution to the development of a sustainable world coffee sector and to reducing poverty through the following three Strategic Objectives:

- Delivering world-class data, analysis and information to the industry and policy-makers.
- Providing a forum for dialogue between and within the public and private sectors.
- Facilitating the development of projects and promotion programmes through public-private partnerships.

More information is available at: www.ico.org

About SAGARPA

The Secretariat of Agriculture, Livestock, Rural Development, Fisheries and Food (SAGARPA), is a unit from the Federal Executive Branch of the Government of Mexico, which has among its objectives promoting the execution of a policy of support, which allows producers to improve their production practices, utilizing in a more efficient manner the competitive advantages from our agricultural, livestock and fisheries sectors, and integrating the economic activities from rural areas into larger productive chains, encouraging the participation of organizations of producers with economic projects on their own, as well as with the proposal of goals and objectives for the agricultural sector within the National Development Plan.

More information is available at: <http://www.sagarpa.gob.mx>

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