



Welcome
5th World Coffee Conference & Expo 2020

WCC 2020 – Event Identity



HOST



सत्यमेव जयते

Ministry of Commerce & Industry
Government of India

Supported By



Organized By



Event Curator

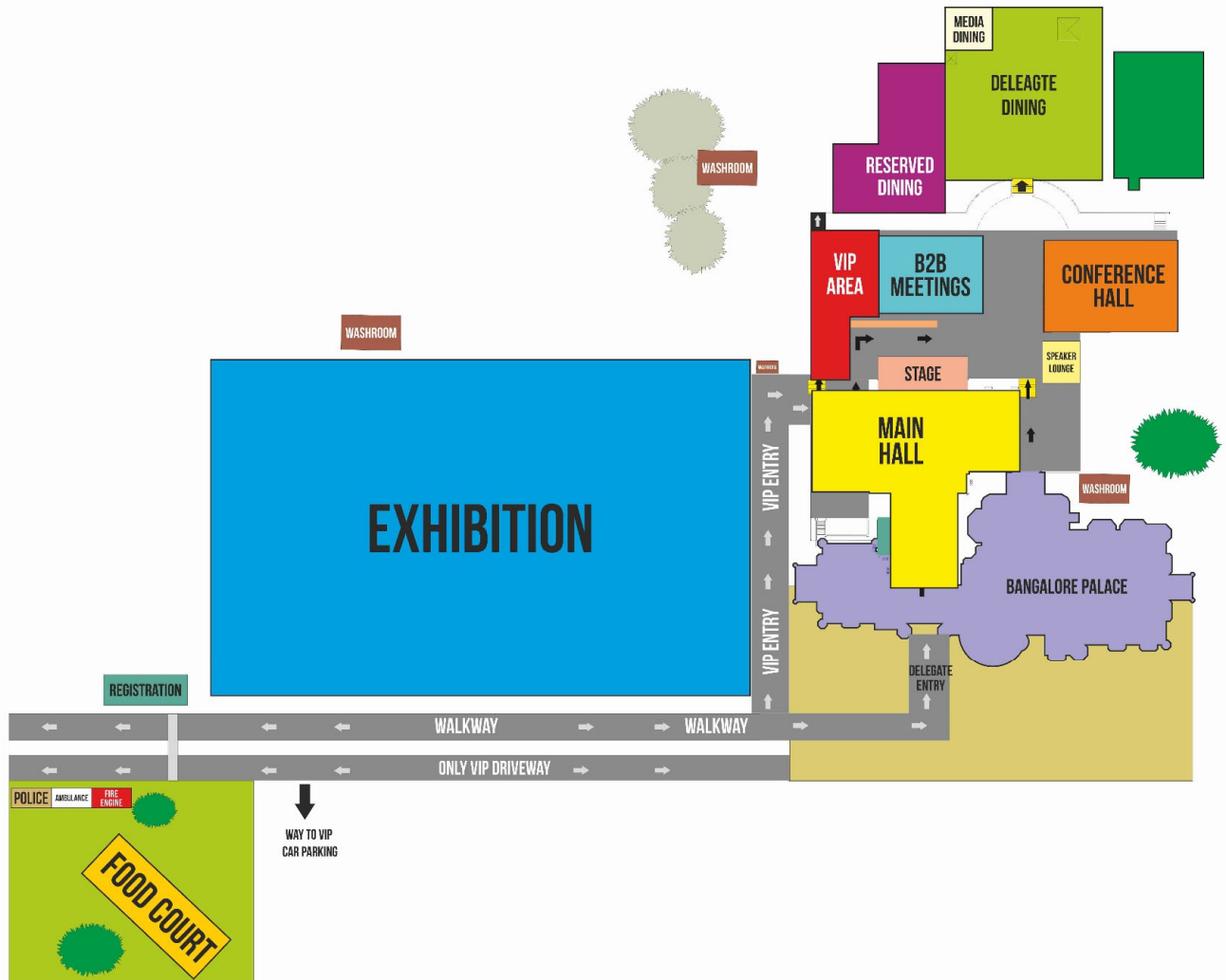
MM ACTIV
Sci-Tech Communications
Media | Events | Partnering | Advisory



Bangalore Palace



Bangalore Palace – Floor Plan



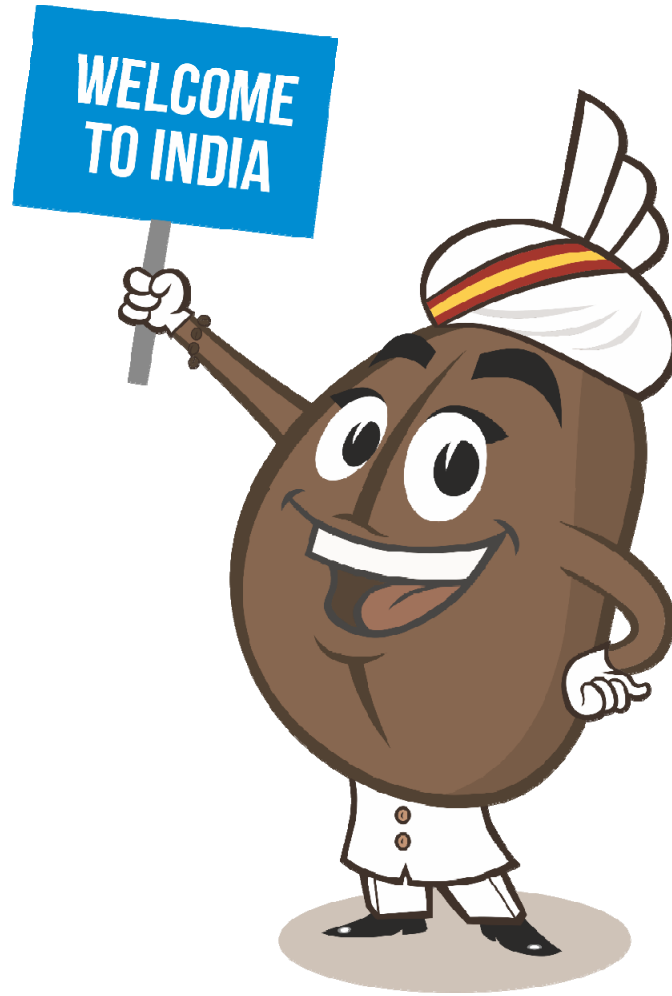


The Mascot for WCC 2020

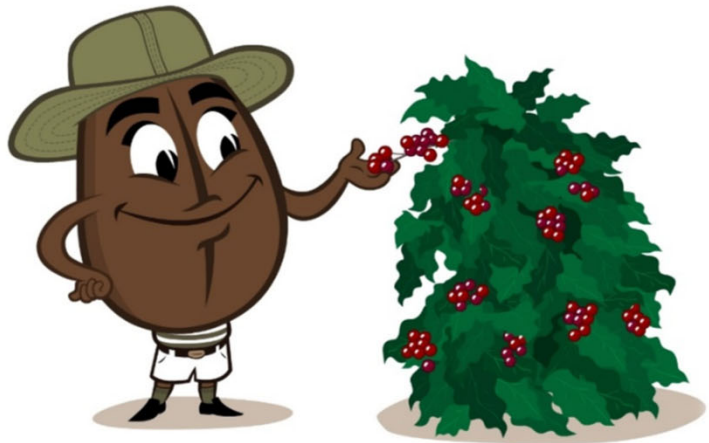
Every major International event is represented by a Mascot that captures the ethos of the host country and becomes a brand ambassador to promote various features of the event globally.

Coffee Guru will be the Mascot.

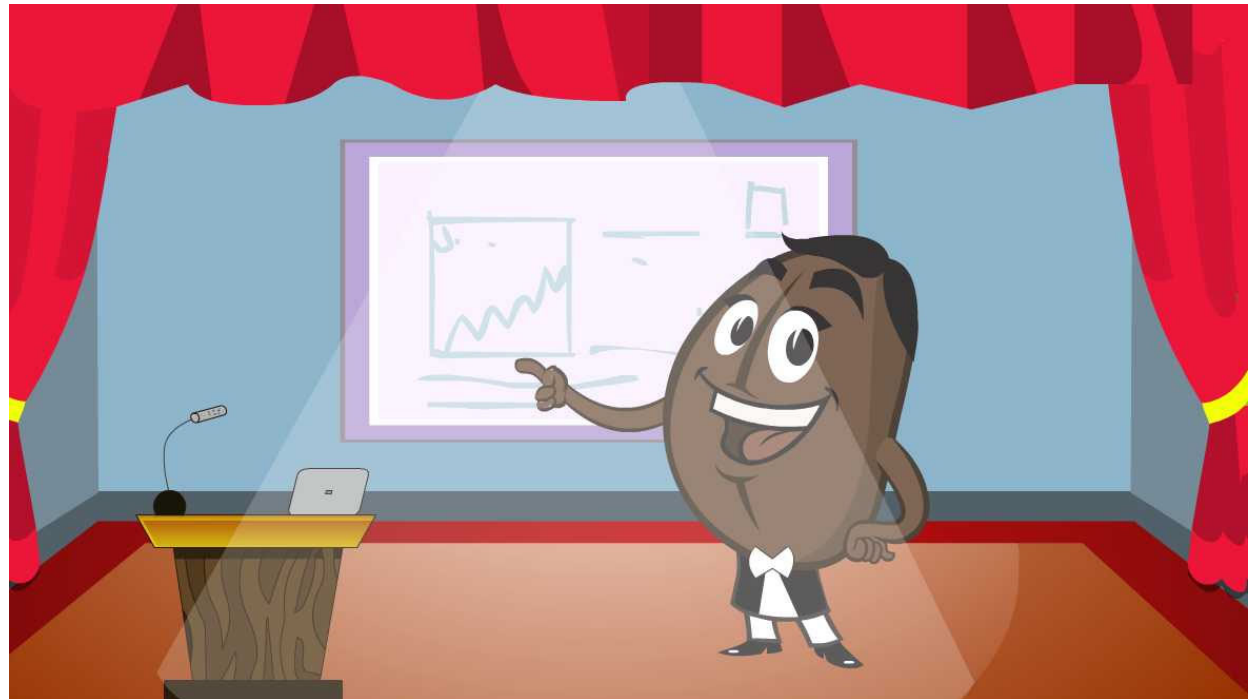
Introducing Coffee Guru -The Mascot for WCC 2020



Coffee Guru Avatars



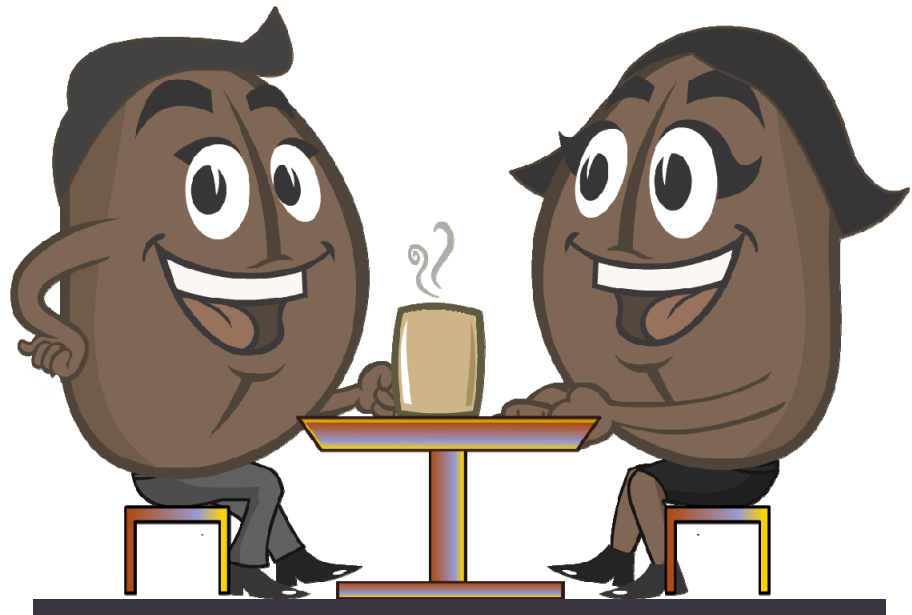
Coffee Guru Avatars



Coffee Guru Avatars



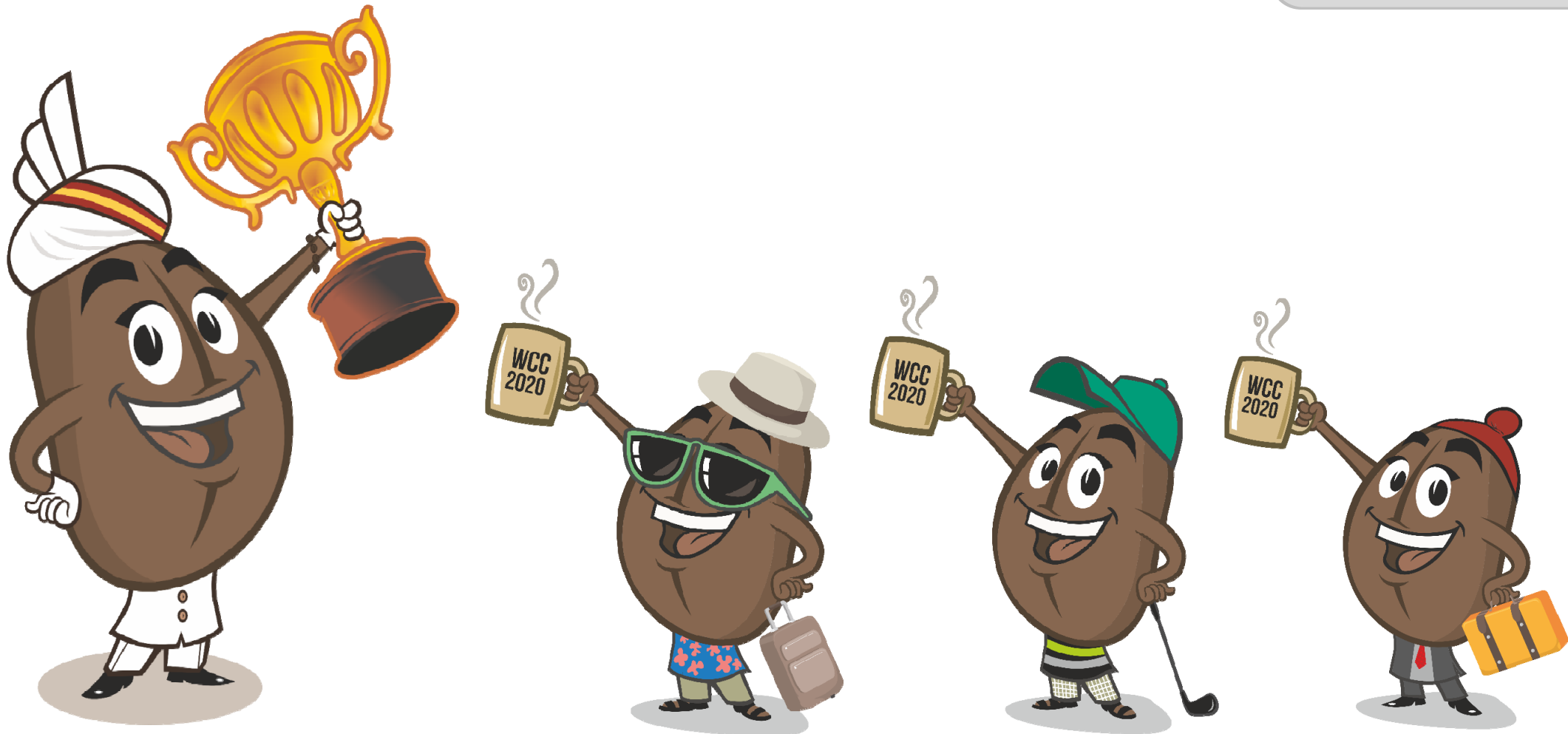
Coffee Guru Avatars



Coffee Guru Avatars



Coffee Guru Avatars



Dates for 5th World Coffee Conference & Expo 2020

WCC 2020 : 07th -09th Sept (Mon/Tues/Wed)

ICC Meetings : 10th -12th Sept (Thurs/Fri/Sat)



5th WCC 2020 Event Spectrum



World Coffee Conference

World Coffee Exhibition

Skill Building Workshops

B2B Meetings

Competitions & Awards

Buyer Seller Meet

CEO Conclave

Golf Championship

Networking Evenings



WCC 2020 – The Over Arching Theme

SUSTAINABILITY THROUGH CONSUMPTION

5th World Coffee Conference 2020

Emerging Trends in Global Coffee business

1. Strategies and Solutions to overcome sustained price crisis.
2. Key drivers for increasing coffee consumption in Asia
3. The growing importance of Robusta- Impact on global blends
4. Coffee and Sustainability in Asia
5. Specialty and Third Wave coffee
6. Coffee & Health: Strategies to communicate benefits to consumers

Production

- a. Climate change & Production
- b. R&D and new findings

Quality

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

Technology

- a. Innovations from Farm to Cup
- b. New Technologies connecting Farmer to Roaster and Consumer
- c. New Technologies impacting SDGs

Global CEOs' Conclave

- CEOs of global roasting and trading companies will be invited to meet at WCC 2020 in Bangalore to discuss initiatives and possible strategies to overcome the extreme stress that twenty five million coffee growers of the world are undergoing.
- ICT will try and spotlight various solutions to these problems so that the conclave will end with positive solutions involving all the major stake holders in the global coffee community.





SUSTAINABLE DEVELOPMENT GOALS

1 NO POVERTY



2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



5 GENDER EQUALITY



6 CLEAN WATER AND SANITATION



7 AFFORDABLE AND CLEAN ENERGY



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



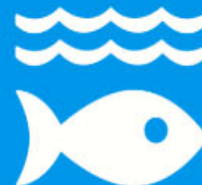
12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS



Tariff – 5th World Coffee Conference 2020




REGISTER NOW !

Participation	Standard Rate (In USD)	Early Bird Offer (In USD)
International Delegate	550	450
Companion	250	250



Skill Building Workshops

Experts from across the world will conduct workshops.

- **Roasting and Grinding of coffee**
 - **Brewing techniques of coffee**
 - **Cooking with coffee**
 - **Coffee & fascinating world of Art**
 - **How to start coffee business**
- 

Tariff-Skill Building Workshops



REGISTER NOW !

Participation	Standard Rate (In USD)	Early Bird Offer (In USD)
Workshop Delegate	75	50

World Coffee Expo

- Showcase of entire Coffee Value Chain from across the world that includes Best of coffees from across the globe, Coffee Processors, Leading Coffee Corporate, Government Agencies, Equipment makers from farm to cup, Start Ups and Coffee allied segments.
- Exhibitors to meet about 2000 WCC registered delegates and 10,000 business visitors from across 80 Coffee producing & buying nations, exporters, importers, Leading Coffee Associations, global coffee experts, Roaster, HORECA.
- Connect with millions of coffee enthusiasts through print, electronic and social media engaged with World Coffee Conference and Expo.



World Coffee Expo : Focus

- Coffee Producers & Exporters
- Coffee Brands & Café Chains
- Coffee Machines –Home, Office, Cafés
- Coffee Equipment & Accessories
- Coffee Farm Equipment
- Roasters & Curers
- Flavours & Essences



World Coffee Expo : Focus

- Innovation and Sustainable Technologies
- Coffee Tourism
- Coffee Start-Ups
- Allied Products & Industry
- Coffee Related Processed Foods
- IT Solutions for Coffee Sector (Farm to Cup)
- Research & Agro Technology



Special Focused Pavilions

Sponsors Pavilion

Asia Pavilion

Africa Pavilion

Latin America Pavilion

Coffees of India

Coffee Brewing Centre;

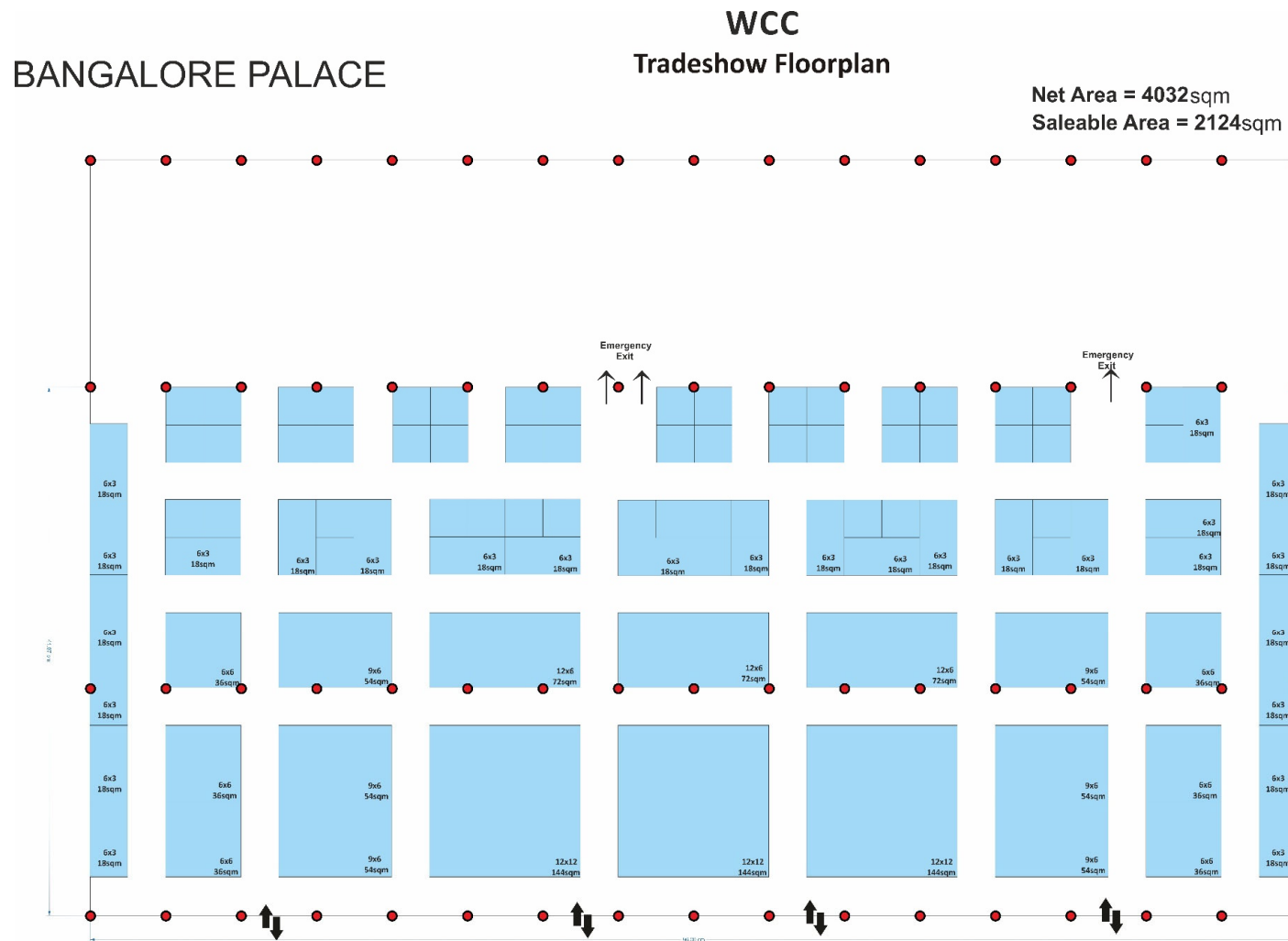
Roasters, Grinders & Brewing equipment



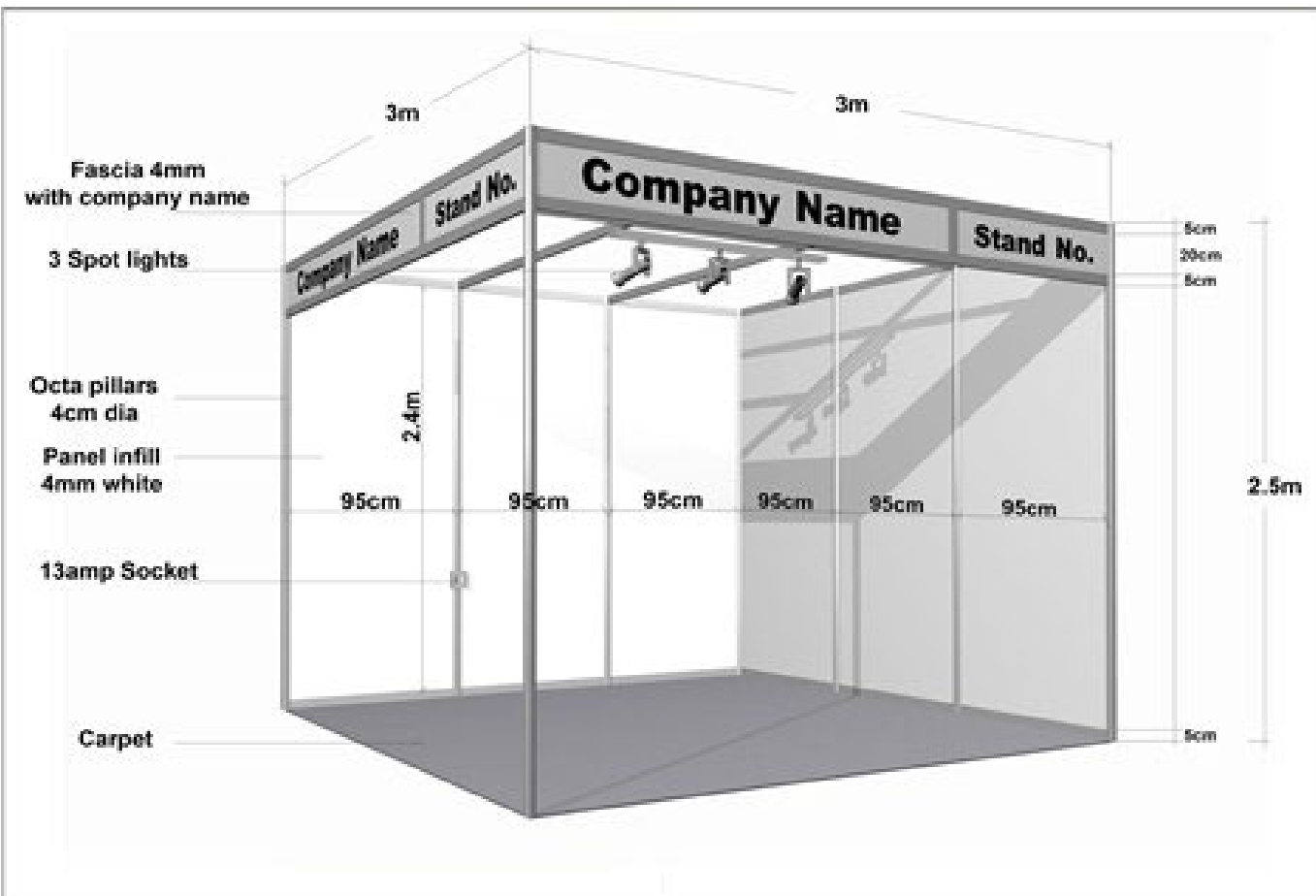
Regional Pavilions – Asia, Africa, Latin America

- Allows Regions and Countries to showcase best of their coffees and coffee related equipment as well as their achievements & commitments
- **Country Pavilion** provides a unique and global stage to engage with the host country and international audience for potential trade & partnerships for shared knowledge and progress.
- These pavilions will be at special designated and prominent locations at WCC Expo for easy access and engagement.
- The organizers will bring extra visibility to these pavilions through print, electronic and digital media as well as invitation to all the stake holders.

5th WCC 2020 – Floor Plan



Octanorm Shell Scheme Booth Specifications:



- 3 m x 3 m aluminium structure with H 2.5 m
- White infill wall panels
- Track spot lights (3 nos.)
- Power socket (1 no.)
- A table (1 no.)
- Chairs (2 nos.)
- Waste basket (1 no.)
- Fascia name vinyl cut on white board

Tariff – 5th World Coffee Exhibition 2020



NOW!

Participation	Shell Space (In USD)	Raw space (In USD)
Exhibition	250 Per Sq. Mtr	300 Per Sq. Mtr

Country Delegation @ WCC 2020

Invitation will be extended to each member Country to participate in the Conference and Exhibition @ WCC 2020 to showcase their achievements & commitments .





Supporting Associations

- Associação Brasileira da Indústria de Café (ABIC)
- Vietnam Coffee and Cocoa Association (VICOFA)
- Colombia - Federación Nacional de cafeteros de Colombia
- Association of Indonesian Coffee Exporters
- Instituto Hondureño del Café
- Uganda Coffee Development Authority
- Asociación Mexicana de Cafes Y Cafeterias de Especialidad A.C.
- Consejo Mexicano del Café
- Assoicacion Nacional del Café (Anacafe)



Sponsorship Opportunities

Principal Event Sponsor

Platinum Sponsor

Gold Sponsor

Silver Sponsor

Host -Conference

Event Co-Sponsor

Awards Function

Country / State Partner


Delegate Kit Sponsor

Co-Host -Conference





Key Advantages as Sponsor

- The only platform for coffee community for B2B & B2C interactions with the 78 Member countries participating at WCC 2020
 - Interaction with the 1500 plus International delegation across the globe
 - One to One Closed door meetings with the Govt. Bodies, Association & Industry
 - Entice new consumers and Business collaborations
 - Continual brand awareness with global presence at WCC
 - Privilege and prominent sponsored showcase pavilion for **Sponsors** at WCC
- 

How to Participate

WCC 2020 has various ways to ensure your participation as:


- **Sponsor**
- **Exhibitor**
- **Delegate**
- **Workshop Attendee**
- **Business Visitor**
- **Explorer enlisted on the Field Visits**





Seamless Registration Management

For Delegate, Speaker, Sponsor, Exhibitor & Visitor with Payment Facilities

- Comprehensive, user friendly, extremely secured and fast Registration system
 - Registration form can be customized to get required user information & to add promotional schemes like coupon-codes and discount
 - **Number of payment options available like Credit Card, Debit Card, Internet Banking, Mobile Wallets, Cheque, Demand Draft, NEFT.**
 - On successful payment Auto receipt is sent to Delegate and administration.
 - **Leading payment gateways like CCAvenue, PayPal, EBS Payment Gateways are implemented to accept International & Domestic payments**
 - Administrative back end available to keep tracking of payments & registrations. Admin can send auto-reminder to users who have not completed the payments.
 - Single online form for confirmed sponsors and exhibitors to add data on website, exhibitors directory.
 - Very easy and quick free business visitor form
- 

Facilitation of Buyer-Seller Meet

WCC 2020

Invite Delegations from across the leading Coffee buying nations to India and bring them face-to-face with Coffee Growers and Exporters.

- An online tool for pre-planning business meeting
- Facilitates one-on-one meeting
- Delegates & Exhibitors can Interact with all attendees & Registrants well before the show
- Explore partnerships and collaborations

Supported by Ministry of Commerce, Government of India.



Special Focus

One day Workshops dedicated to small growers

- Guidance from Experts
- Live Demonstrations
- Success Stories
- Case Studies
- Audio Video Presentation



WCC 2020-Golf Championship

Coffee Planters, Industry Captains ,Foreign Delegates and Coffee enthusiast golfers to be invited to participate in 1st WCC-Golf Championship to be scheduled during the event dates.



5th World Coffee Conference 2020 in Numbers



85 COUNTRIES

500 ORGANIZATIONS

1500 DELEGATES

100 EXHIBITORS

10000 EXHIBITION VISITORS



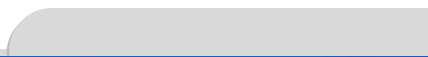
127th ICC/ICO Meetings



ICC/ICO Meetings @ WCC 2020

127th Session of the International Coffee Council 2020

- The International Coffee Council (ICC) brings together representatives from Member countries of the International Coffee Organization (ICO) and invited observers from international organizations and the private sector.
- Sessions of the International Coffee Council are convened under the International Coffee Agreement 2007. This treaty has the key objective to strengthen the global coffee sector and promote its sustainable expansion in a market-based environment for the betterment of all participants in the sector.





Shangri-La Hotel, Bengaluru

- Is the perfect place to take in the charm and character of India's Garden City. Perched high above the horizon, offering a birds-eye view of Bangalore Palace, the hotel is ideally located between the business district and historic attractions. With panoramic views of the city from both the Horizon Club and rooftop lounge, Asian-inspired dining options and luxurious facilities, the hotel provides a peaceful escape for business and leisure travelers alike.
- 397 spacious rooms and suites
- Grand Ball Room, Seven Banquet Halls ,Conference & Board Rooms
- 7 restaurants & bars, including the award-winning Shang Palace and Ssafron
- Spectacular skyline views

ICC Meetings- Infrastructure Requirements

Venue Requirements	Capacity	SHANGRILA
Conference Hall	220	GBR
Conference Hall II	70	PENNAR 1
Small meeting rooms	30	KRISHNA
Director(OFFICE)	Oct-19	KAVERI
Executive Director - Lounge		BOARD ROOM 1
Council (OFFICE)	15	KABINI
Secretariat Staff (OFFICE)	10	BOARD ROOM 2
Organizers - Office	10	PENNAR 2
VIP Lounge		Meetings Rooms
Press Briefing/Media Centre/Media Lounge		

Conference Hall



Board Room



Snapshots



Hospitality

Venue	ICO Meetings	Hotel Names	No of Rooms
Shangri- la	@ Shangri-La	Star Hotels	
		Shangri- la	397
		The Lalit	210
		ITC Windsor	240
		Le Meridian	197
		Taj West End	117
		Four Seasons	250
		Business Hotels	
		Chancery Pavilion	222
		Chancery Lavelle	108
		Gold Finch	50
		Citrus	90
		Jayamahar Palace	36
		Trinity	25
		Tulip Inn	54

Field Visits

An opportunity for WCC delegates to visit and explore some of the best coffee estates of India located in - **Coorg, Chikamagalur & Sakleshpur as well as other regions.**

Will be an exciting opportunity & an enriching Experience to witness the different varieties of coffee grown in India under the canopy of thick rain forest



Visits Coffee Processing centers (Curing, Roasting Etc)

Bangalore Tour

Bengaluru Palace



High Court of Karnataka



Rajbhavan



Vidhana Soudha



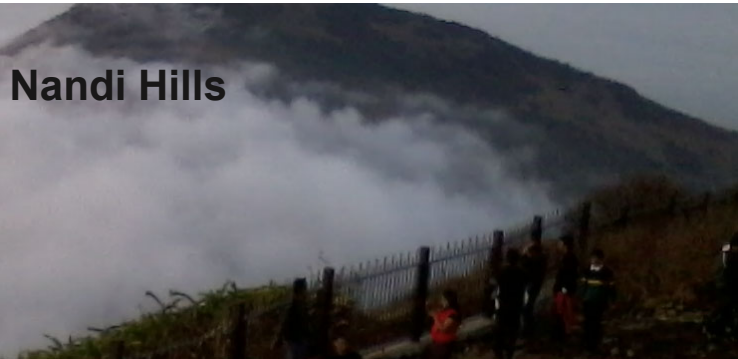
Lalbagh



Town Hall



Nandi Hills



Cubbon Park



Iskon Temple

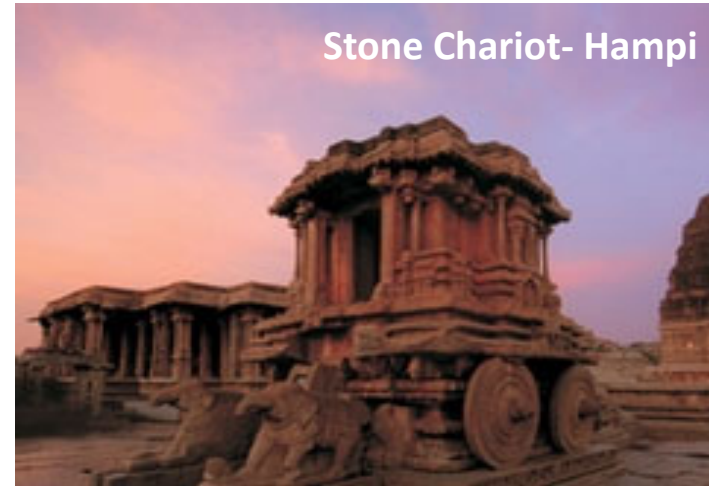


Karnataka Tourism - KSTDC

Mysore Palace



Stone Chariot- Hampi



Golden Chariot



Belur-Halebeedu



India Tourism - ITDC

- Local Tours organized by Karnataka State Tourism Department
- National Tours organized by Government of India Tourism Department
- Facilitate visits to Explore Asia
 - Daily Local Tours
 - Tours for Accompanying
 - Pre Conference Tours
 - Post Conference Tours

Enchanting BACKWATERS



Mesmerizing MONUMENTS



Exotic WILDLIFE



Divine TEMPLES



ASIA - TOURISM



Vietnam



Korea



Srilanka



Indonesia

ASIA-TOURISM

Singapore



Papua Guinea



Philippines



Nepal



China



Japan



WCC 2020 CURTAIN RAISER

Launch of WCC 2020 at the hands of

Shri Piyush Goyal

Minister for Commerce & Industry, Government of India
and

Mr Jose Sette, Executive Director, ICO

@

Pride Plaza Hotel, Aerocity, New Delhi
from 11.00 am to 12.30pm followed by lunch



Honourable Minister for
Large and Medium Industries
Government of Karnataka
Shri. Jagadish Shettar
declares support to WCC 2020





Website – 5th WCC 2020

www.wcc2020.com

Website will be launched officially on October 15 , 2019
during the curtain raiser @ Delhi , INDIA



WELCOME TO

INDIA



Thank You