



**Reminder – Registration for the
World Coffee Conference
26 – 28 February 2010, Guatemala City**

1. The Executive Director presents his compliments and, on behalf of the Chairman of the World Coffee Conference, wishes to remind Members about the need to register for the World Coffee Conference from 26 to 28 February 2010 in Guatemala City. Information about the Conference was previously circulated in the Convocation documents ED-2077/09 Rev. 1 and ED-2080/09 (attached for information), and is also available on the Conference website (www.wcc2010guatemala.com). Each Member Government is entitled to **three free places** – in addition to any speakers and moderators who are also registered free of charge.

2. As at 2 December 2009, the conference organizers in Guatemala (Anacafé) have advised the ICO that only the following Members had registered for the Conference (the number of delegates registered either free or paying registration fees is given in brackets):

| | |
|--|---------------------|
| Angola (3 free, 3 paying) | Ecuador (2 free) |
| Cameroon (5 paying) | Gabon (2 free) |
| Central African Republic (1 free) | Guatemala (1 free) |
| Congo, Democratic Republic of (3 free) | Indonesia (3 free) |
| Costa Rica (1 free) | Kenya (3 free) |
| Côte d'Ivoire (3 free, 1 paying) | Madagascar (1 free) |
| Cuba (2 free) | Paraguay (2 free) |
| EC (1 free) | Tanzania (1 paying) |
| EC – Germany (2 free) | Uganda (1 free) |
| EC – Spain (1 free) | USA (1 free) |

3. In view of the need to ensure that the ICO's full allocation of free places is taken up at the Conference, all Members who have not yet registered are requested to do so as soon as possible, preferably online on the conference website www.wcc2010guatemala.com or, if Internet access is not available, by completing and returning the forms attached to the Convocation (ED-2077/09 Rev. 1).



- **World Coffee Conference**
- **International Coffee Council**
- **Private Sector Consultative Board**
- **Promotion Committee**
- **Executive Board**
- **Finance Committee**

Convocation of the World Coffee Conference (26 to 28 February 2010) and ICO meetings (1 to 4 March 2010), Guatemala City, Guatemala

Introduction

1. The Executive Director presents his compliments and wishes to inform ICO Members and observers about the World Coffee Conference from 26 to 28 February 2010, followed by the 104th Session of the International Coffee Council and other ICO meetings which will take place from 1 to 4 March. A preliminary schedule of meetings is attached as Annex I.

Conference venue

2. The meetings are being arranged on the assumption that the 2001 Agreement will still be in force at the time of the 104th Council Session. If the 2007 Agreement enters into force before that date, the necessary changes will be made to the schedule to accommodate this and ensure a smooth transition between the two Agreements.

3. The World Coffee Conference will take place at the Convention Centre of the Westin Camino Real Hotel, 14 Calle 0-20, Zona 10, Guatemala City, Guatemala.

ICO meetings venue

4. Sessions of the Council and other ICO meetings will take place at the headquarters of the Guatemalan National Coffee Association (Anacafé), 5a Calle 0-50, Zona 14, Guatemala City, Guatemala (Tel.: +(502) 2324 3700 Ext. 125 / 2362 3211 / 2333 6730, website: www.anacafe.org).

5. The following Annexes are included in this document:

- | | |
|-----------|--|
| Annex I | Preliminary schedule of meetings (Conference and ICO meetings) |
| Annex II | Hotels and rates |
| Annex III | Registration form (World Coffee Conference) |
| Annex IV | Attendance form (ICO meetings) |
| Annex V | Transportation request form (arrivals and departures) |

WORLD COFFEE CONFERENCE (26 – 28 FEBRUARY 2010)

1. Information about the World Coffee Conference has been circulated in ICC-103-3 and is available on the official Conference website (www.wcc2010guatemala.com). A draft programme for the Conference is now available (see document ED-2080/09) and an updated programme will be circulated closer to the date of the Conference. Members are requested to inform representatives of the coffee sector in their country about the 2010 World Coffee Conference and to encourage their participation and contribution to this important event.

For information about the Conference and registration:

Blanca Castro
Marketing Coordinator
Guatemalan National Coffee Association (Anacafé)
5a Calle 0-50, Zona 14
Guatemala City
Guatemala
Tel.: +(502) 5510 8426
Fax: +(502) 2366 5776
Email: Blanca.MCG@anacafe.org
Website: www.wcc2010guatemala.com

OR Stephanie Cariñes
Anacafé
Tel.: +(502) 2421 3759

For information / reservations for hotels / tours: info@wcc2010guatemala.com

Registration for the Conference

2. Each ICO Member country is entitled to **three** free places. Members are requested to consult the designated person for their country before registering for the free places, to avoid any overlap or duplication. For additional delegates the registration fees (payable by credit card) are as follows:

| | |
|-----------------|---------|
| International | US\$450 |
| Central America | US\$350 |
| Guatemala | US\$150 |

3. The registration fee includes passes to the Opening Ceremony, the Conference, exhibition area, social events in the Conference Programme. It also includes lunch and coffee breaks during the Conference as well as transportation (arrival, departure, to and from the Conference Centre and social events in the Conference Programme).

4. Delegates are requested to register as soon as possible. Registration should be completed online at www.wcc2010guatemala.com. Once you have registered online, a confirmation message will be sent with your registration password which can be used to make hotel, transportation or tour reservations. If Internet access is not available, delegates can complete and return the registration form (Annex III) to the Conference organizers in Guatemala no later than **30 November 2009** to Blanca Castro, Anacafé, Tel.: +(502) 5510 8426, Fax: +(502) 2366 5776, email: Blanca.MCG@anacafe.org.

Hotel reservations

5. Delegates are responsible for booking their hotel accommodation. A list of hotels and rates is attached as Annex II. Delegates can reserve their accommodation online on the Conference website (www.wcc2010guatemala.com). After requesting hotel accommodation, a representative will then contact you with further information and payment instructions. Alternatively, if Internet access is not available, contact Stephanie Cariñes at Anacafé on +(502) 2421 3759 or the hotels directly by phone or email (see Annex II for contact details of hotels).

6. Please note that there is considerable demand for hotel rooms in Guatemala City at this time of year and delegates are advised to make their reservations as early as possible.

Travel arrangements

7. Delegates are advised to make their travel arrangements to Guatemala as soon as possible, as flights to and from Guatemala can get very full at this time of year.

8. There are direct international flights to La Aurora International Airport in Guatemala City from Bogotá, Havana, Madrid, Managua, Mexico City, Panama City, San José, San Pedro Sula, San Salvador, Tegucigalpa and from 10 cities in the USA (including Los Angeles, Miami, New York and Washington). The following airlines fly to Guatemala City:

- American Airlines (www.aa.com)
- Continental Airlines (www.continental.com)
- Copa Airlines (www.copaair.com)
- Delta (www.delta.com)
- Iberia (www.iberia.com)
- Mexicana (www.mexicana.com)
- TACA (www.taca.com)

Visas and passports

9. Delegates are advised to check with their authorities whether they require a visa for entry into Guatemala. According to the information currently in our possession, visas are not required by nationals of the following ICO Member countries:

Austria, Belgium, Brazil, Bulgaria, Costa Rica, Cyprus, Czech Republic, Denmark, Dominican Republic, El Salvador, Estonia, Finland, France, Germany, Greece, Honduras, Hungary, India, Ireland, Italy, Japan, Latvia, Lithuania, Luxembourg, Madagascar, Malta, Mexico, Netherlands, Nicaragua, Norway, Panama, Paraguay, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, United Kingdom, United States of America and Venezuela (Bolivarian Republic of).

10. Passports must be valid for six months beyond the intended length of stay. Further information about visas and passport requirements can be obtained from the local Guatemalan Embassy or Consulate, or websites such as: www.guatemala.embassyhomepage.com.

11. In the case of delegates with travel connections or transfers via the USA, visas will be required. Further information can be obtained through the US Embassies in individual countries (www.usembassy.gov/).

Assistance with visas

12. Information about visas for Guatemala is available from the Ministry of Foreign Affairs of Guatemala at the following website: <http://www.minex.gob.gt>. A list of Guatemalan Embassies is also available on the same website.

13. A special visa form is provided in the link of Foreign Affairs Service of the Conference website. ICO delegates requiring a visa have the option of receiving an electronic version. Once the visa has been approved and sent electronically, it should be printed and shown on arrival in Guatemala to immigration officials.

Transportation: airport arrivals and departures

14. La Aurora International airport is located four miles south of the city, around 20 minutes by taxi from the Zona Viva (Zone 10) where the Conference Centre is located. Special transportation will be available on arrival and departure for ICO delegates. Delegates should complete the transportation form with details of the dates, times and flight numbers of their arrival and departure online (www.wcc2010guatemala.com) or (if Internet access is not available) by completing and returning the transportation form attached to this document.

15. There is a departure tax of US\$30 (usually included in the fare). A security tax of US\$3 is payable at the airport.

Transportation: between hotels and meeting venues

16. Transportation will be available to and from the hotels and meeting venues. Routes will be published in the Conference dossier and a Conference information desk will be available in every hotel listed. Buses and bus stops at the hotels will be clearly identified.

17. Transportation will also be available during ICO meetings to and from hotels and Anacafé headquarters and at lunch-time to and from restaurants in the area.

Tours

18. The following special pre and post-event tours are available for Conference participants:

Tours for companions (free)

| | Date |
|------------------------------|-------------|
| Popol Vuh and Ixchel museums | 26 February |
| Handicrafts market | 27 February |
| Guatemala city tour | 28 February |

One-day tours

| | Cost |
|---|-------------|
| Antigua | US\$54 |
| Pacaya Volcano | US\$49 |
| Lake Atitlán (Santiago Atitlán and Santa Catarina Palopó) | US\$63 |
| Chichicastenango indigenous market | US\$60 |
| Tikal National Park | US\$303 |

Two-day tours (two days, one night)

| | Cost |
|---|-----------------|
| Lake Atitlán and Chichicastenango indigenous market | Single: US\$224 |
| | Double: US\$166 |
| | Triple: US\$157 |
| Tikal and Yaxhá archaeological sites | Single: US\$438 |
| | Double: US\$391 |
| | Triple: US\$384 |
| Antigua | Single: US\$246 |
| | Double: US\$183 |
| | Triple: US\$178 |

19. For further information or to reserve a place on a tour, please go to the tours section of the Conference website (www.wcc2010guatemala.com).

ICO MEETINGS (1 – 4 MARCH 2010)

Agendas and arrangements

20. Draft Agendas are attached together with a provisional programme. Members wishing to suggest matters for consideration or decision at these meetings are requested to advise the Executive Director in writing no later than **30 November 2009**. Any documents for circulation or consideration at the meetings should also reach the Secretariat (info@ico.org) no later than **30 November 2009**, to ensure that they can be translated and circulated to Members in advance. Delegates are also requested to inform the Secretariat by the same date if they wish to make a presentation, so that the necessary arrangements can be made.

21. One team of interpreters will be available from 26 February to 4 March 2010.

22. Information about hotels, airlines, transportation, visas, tours, etc. is provided in paragraphs 5 to 19 above.

Credentials for ICO Members

23. Credentials for the 104th Session of the International Coffee Council should be sent to the Executive Director at the ICO headquarters in London (22 Berners Street, London W1T 3DD) as outlined below.

24. Members are reminded that Rule 3 of the Rules of the Organization (document EB-3820/02) requires them to inform the Executive Director, in writing, as soon as possible after receiving this communication, of the composition of their delegations. **Members are requested to ensure that their credentials reach the Organization no later than 29 January 2010 to facilitate preparation of the credentials report and List of Delegations in advance of the meetings.**

25. Credentials should be issued in writing by a relevant Ministry or government agency of that country or by a representative of the Diplomatic Mission of the Member concerned either in the country where the seat of the Organization is located or where a session takes place. Faxed credentials may be accepted; however, Members are requested to provide original credentials after the session for record purposes.

26. The credentials of delegations will be examined by the Chairman, with the assistance of the Secretariat, who will report to the Council. The List of Delegations will be based on credentials received from Members and responses received from observers.

Observers – notification of attendance

27. Observers invited from non-member countries, international organizations and private sector associations wishing to attend the Council Session and/or other ICO meetings are requested to inform the Executive Director by **30 November 2009** of the specific meetings they wish to attend.

Badges

28. For the purposes of identification and security all participants attending the meetings are required to register on arrival at the Registration desk, and to wear the badges issued to them during all meetings.

GENERAL INFORMATION

| | |
|--|---|
| Population | Guatemala: 13 million Guatemala City: 2.5 million |
| Area | 108,000 km ² |
| Language | Spanish and ethnic languages |
| Local time | GMT -5 hours |
| Electricity | 110VAC 60 Hz |
| International direct dialing code | +502 (Guatemala) +2 (Guatemala City) |
| Currency | The local currency is the Quetzal (1 quetzal = 100 centavos). A universal currency converter can be found at www.xe.com/ucc |
| Climate | The average temperature in Guatemala City in February/March is 25° – 27° C (maximum) and 12° – 14° C (minimum). Information about the current weather forecast in Guatemala can be found on www.cnn.com or www.weather.com |
| Travel/medical insurance | Delegates should ensure that they are covered by travel and medical insurance. |
| Health requirements for entry into Guatemala | Compulsory vaccinations: Yellow fever certificate if arriving from infected areas. Recommended immunisations: Rabies, diphtheria, hepatitis A and B, malaria, polio, TB, tetanus, typhoid and cholera. If there is any doubt about the need for vaccinations, please contact the local Consulate General or Embassy of Guatemala. |
| Useful links | World Coffee Conference: www.wcc2010guatemala.com Embassy of Guatemala: www.Guatemala.embassyhomepage.com Guatemala Tourism Commission (INGUAT): www.visitguatemala.com Anacafé: www.anacafe.org Ministry for Foreign Affairs, Guatemala: http://www.minex.gob.gt |

As at 23 November 2009

WORLD COFFEE CONFERENCE

**Provisional programme
Convention Centre
Westin Camino Real Hotel
14 Calle 0-20, Zona 10, Guatemala City, Guatemala
26 – 28 February 2010**

| Thursday, 25 February | | Room | Open to | Note |
|------------------------------|--|-------------------------------|--|-------------|
| 10:00 | Press conference | Press Room Las Ceibas | Press | |
| Friday, 26 February | | Room | Open to | Note |
| 09:00 – 13:30 | Registration | Registration area La Ronda | Conference participants | |
| 10:00 | Inauguration of exhibition | Los Lagos | | |
| 11:00 – 12:00 | Briefing with Executive Director, Anacafé, speakers and moderators | Las Ceibas II | Restricted: Conference speakers and moderators | |
| 13:00 – 14:00 | Lunch break | Los Lagos y Jardines | | |
| 14:00 – 16:00 | Opening Ceremony/ Welcome speeches | Gran Salón Real | Conference participants | |
| 16:00 – 17:00 | Keynote speech | Gran Salón Real | Conference participants | |
| 19:00 | Reception hosted by President Colom | Palacio de la Cultura | Conference participants/ invited guests | |
| Saturday, 27 February | | Room | Open to | Note |
| 09:00 – 13:00 | Session 1: Economic sustainability – the economics of production | Gran Salón Real | Conference participants | |
| 13:00 – 14:30 | Lunch break | Los Lagos y Jardines | | |
| 14:30 – 18:15 | Session 2: Economic sustainability – the economics of demand | Gran Salón Real | Conference participants | |
| 20:00 - | Gala party (50 th anniversary of Anacafé) | Anacafé headquarters | Conference participants/invited guests | |
| Sunday, 28 February | | Room | Open to | Note |
| 09:00 – 09:45 | Session 2 : Economic sustainability – the economics of demand | Gran Salón Real | Conference participants | |
| 09:45 – 11:30 | Session 3: Environmental sustainability | Gran Salón Real | Conference participants | |
| 11:30 – 13:00 | Session 4: Social sustainability | Gran Salón Real | Conference participants | |
| 13:00 – 14:30 | Lunch break | Los Lagos y Jardines | | |
| 14:30 – 16:15 | Session 4: Social sustainability | Gran Salón Real | Conference participants | |
| 16:30 – 17:30 | Closing ceremony and Conference conclusions | Gran Salón Real | Conference participants | |

As at 6 November 2009

ICO MEETINGS

**Provisional programme
Anacafé headquarters
Calle 0-50, Zona 14,
Guatemala City, Guatemala**

1 – 4 March 2010

| Monday, 1 March | | Room | Open to | Note |
|---------------------------|---------------------|-----------------------|------------------------------|---|
| 08:45 onwards | Registration | Foyer | ICO Members and observers | Accreditation/registration of ICO delegates throughout the day |
| 09:30 – 13:00 | PSCB | Los Presidentes | Restricted | |
| 13:00 – 14:30 | Lunch break | Shuttle service | | |
| 14:30 – 17:30 | Executive Board | Pergamino | Members | |
| Tuesday, 2 March | | Room | Open to | Note |
| 08:30 – 09:30 | Briefing meeting | Aroma de Café | Restricted | Chairmen and invited Members only |
| 09:30 – 11:30 | Finance Committee | Salón Junta Directiva | Restricted: ICO Members only | |
| 11:30 – 13:00 | Promotion Committee | Los Presidentes | ICO Members and observers | |
| 13:00 – 14:30 | Lunch break | Shuttle service | | |
| 14:30 – 17:00 | Council | Los Presidentes | ICO Members and observers | |
| Wednesday, 3 March | | Room | Open to | Note |
| 09:30 – 13:00 | Council | Los Presidentes | ICO Members and observers | |
| 13:00 – 14:30 | Lunch break | Shuttle service | | |
| 14:30 – 17:30 | Council | Los Presidentes | ICO Members and observers | |
| Thursday, 4 March | | Room | Open to | Note |
| 09:00 – 10:00 | Press conference | Tbc | Press | The Executive Director and Chairmen will brief the press on the outcome of meetings during the week (to be confirmed) |
| 10:00 – 13:00 | Council | Los Presidentes | ICO Members and observers | |
| 13:00 – 14:30 | Lunch break | Shuttle service | | |
| 14:30 – 17:00 | Council | Los Presidentes | ICO Members and observers | <i>Provisional (if required)</i> |

Notes:

1. A shuttle service will be provided at lunchtime to take delegates to hotels and restaurants 10 minutes away from Anacafé headquarters.
2. There will be one team of interpreters from 1 to 4 March.

HOTELS AND RATES

1. Reservations should be made by participants as soon as possible online at the accommodation section of the official conference website (www.wcc2010guatemala.com). After requesting hotel accommodation, a representative will then contact you with further information and payment instructions. Alternatively, delegates can contact info@wcc2010guatemala.com or if Internet access is not available, phone Stephanie Cariñes at +(502) 2421 3759.

2. In view of the large number of events in Guatemala City during February and March, hotels have restricted accommodation and it is suggested that hotel reservations should be made as early as possible.

The locations of the hotels, Conference Centre and Anacafé headquarters are shown below.



HOTEL**Westin Camino Real *******

Avenida la Reforma y 14 Calle, Zona 10
Guatemala City
Tel.: +(502) 2337 2500 ext. 5589
Email: reservaciones@caminoreal.com.gt
Website: www.starwoodhotels.com/westin

Best Western Hotel Stofella ****

2 Avenida 12-28, Zona 10
Guatemala City
Tel.: +(502) 2410 8600 / 2410 8620
Email: info@stofella.com
Website: www.stofella.com/

Hotel Vista Real Guatemala *****

Prolongación Blvd. Los Próceres Km 9, Zona 15
Guatemala City
Tel.: +(502) 2427 0000 Ext. 1031
Email: info@vistareal.com
Website: www.vistareal.com

Holiday Inn ***

1 Avenida 13-22, Zona 10
Guatemala City
Tel.: +(502) 2421 0001
Website: www.guatemala.holiday-inn.com

Biltmore Express ***

15 Calle 0-31, Zona 10
Guatemala City
Tel.: +(502) 2337 2500 Ext. 5589/5583
Website: same as Camino Real

Mercure / Casa Veranda *****

12 calle 1-24, Zona 10
Guatemala City
Tel.: +(502) 2411 4100

Radisson Hotel & Suites *****

1 Avenida 12-46, Zona 10
Guatemala City
Tel.: +(502) 2421 5151 / 4018 8098
Email: reservas@radissonguatemala.com
Website: www.radisson.com/guatemalacitygt

Barceló Guatemala City *****

7 Avenida 15-45, Zona 9
Guatemala City
Tel.: +(502) 2320 4038
E-mail: guatemalacity@barcelo.com
Website: www.barcelo.com

Intercontinental

14 Calle 2-51, Zona 10
Guatemala City
Tel.: +(502) 2413 4557 / 5826 1006
Website: www.intercontinental.com

DAILY RATES (EXCLUDING BREAKFAST)

Deluxe single or double : US\$260 +22% tax
Executive Club: US\$290 +22% tax

Note: The Westin Camino Real is the venue for the 2010 World Coffee Conference

Single or double: US\$65 +22% tax
Triple: US\$75 +22% tax

Business class floor gran clase: US\$295 +22% tax
Business class floor master: US\$285 +22% tax
Gran clase: US\$265 +22% tax
Master suite: US\$250 +22% tax

Single or double: US\$165 +22% tax

Single or double: US\$150 +22% tax

Junior suite deluxe single: US\$115 + 22% tax
Junior suite deluxe double: US\$135 + 22% tax
Master suite deluxe single: US\$135 + 22% tax
Master suite deluxe double: US\$155 + 22% tax

Deluxe suite single or double: US\$200 +22% tax
Premier suite single or double: US\$180 +22% tax
Junior suite single or double: US\$180 +22% tax

Junior suite single: US\$350 +22% tax
Club premium single: US\$300 +22% tax
Superior deluxe single: US\$270 +22% tax
Superior standard single: US\$250 +22% tax

Deluxe double: US\$304 + 22% tax
Deluxe single: US\$289 + 22% tax

Hotel Viva Clarion Suites *****

14 Calle 3-08, Zona 10

Guatemala City

Tel.: +(502) 2421 3333 / 5502 9923

Email: reservas@clarionguatemala.com

Website: www.clarionguatemala.com

Suite elite double: US\$250 +22% tax
 Suite elite single: US\$225 +22% tax
 Suite deluxe triple: US\$250 +22% tax
 Suite deluxe double: US\$200 +22% tax
 Suite deluxe single: US\$180 +22% tax

Crowne Plaza *****

Avenida las Americas 9-08, Zona 13

Guatemala City

Tel.: +(502) 2422 5010

Website: www.CrownePlaza.com

Master suite: US\$250 + 22% tax
 Junior suite: US\$135 + 22% tax
 Executive floor: US\$125 + 22% tax
 Standard single or double: US\$100 + 22% tax

Otelito

12 calle 4-51, Zona 10

Guatemala City

Tel.: +(502) 2339 1811 / 5210 8760

Email: reservations@otelito.com / stay@otelito.com

Website: www.otelito.com

Suite: US\$96 + 22% tax
 Double: US\$96 + 22% tax
 Single: US\$85 + 22% tax

Hotel Princess Guatemala *****

12 calle 7-65, Zona 9

Guatemala City

Tel.: +(502) 2423 0909

Website: www.hotelesprincess.com/en/guatemala

Deluxe single or double: US\$125 + 22% tax

REGISTRATION FORM
WORLD COFFEE CONFERENCE (26 – 28 FEBRUARY 2010)
 (one form to be completed per person)

Registration can also be completed online at www.wcc2010guatemala.com.

Please complete and return to:

Blanca Castro
Guatemalan National Coffee Association (Anacafé)
Guatemala City, Guatemala
Tel.: +(502) 5510 8426
Fax: +(502) 2366 5776
Email: Blanca.MCG@anacafe.org
Website: www.wcc2010guatemala.com

Registration for the World Coffee Conference – ICO delegates

Prefix: Name: Surname:

Name on registration badge:

Official position: Organization:

Address:

Country: Telephone:

Fax: Email:

I will attend the World Coffee Conference as a member of the delegation of: YES NO

.....
 (Please state name of ICO Member country / PSCB association, etc.)

I am registering for one of the **three free** places for my country YES NO

This registration has been confirmed with the designated person for my country (please give name of designated person so that this can be confirmed/clarified, if necessary) YES NO

Registration for the World Coffee Conference – non-ICO delegates
(or in the case of additional places required by Members):

Registration fee for international delegates (US\$450) YES NO

Registration fee for Central American delegates (US\$350) YES NO

Payment method:

Credit card: AMEX/VISA/MC/Other:

Name of cardholder:

Credit card number:

Security code number: Expiry date:

Signature:

Note: After registering, the total cost including taxes will be sent to you by email or fax for approval.

ATTENDANCE FORM
ICO MEETINGS (1 – 4 MARCH 2010)
 (one form to be completed per person)

In the case of ICO Members attending the Council, letters of credentials are also required.

I will attend the following meetings to be held in Guatemala City:

| | Yes* | No* |
|---|--------------------------|---|
| World Coffee Conference (26 – 28 February) | <input type="checkbox"/> | <input type="checkbox"/> (Please also complete separate form) |
| Private Sector Consultative Board (1 March) | <input type="checkbox"/> | <input type="checkbox"/> (PSCB) |
| Finance Committee (1 March) | <input type="checkbox"/> | <input type="checkbox"/> (Members) |
| Executive Board (2 March) | <input type="checkbox"/> | <input type="checkbox"/> (Members) |
| Promotion Committee (2 March) | <input type="checkbox"/> | <input type="checkbox"/> (Members & observers) |
| 104 th Session of the Council (2 to 4 March) | <input type="checkbox"/> | <input type="checkbox"/> (Members & observers) |

* Please tick as appropriate

As a member of the delegation of:

(Please state name of ICO Member country / PSCB association / observer organization, etc.)

Prefix: Name: Surname:

Name on registration badge:

Official position: Organization:

Address:

Country: Telephone:

Fax: Email:

Signature:

Please complete and return to:

Executive Director
 International Coffee Organization
 22 Berners Street
 London W1T 3DD
 United Kingdom
 Tel.: +44 (0) 20 7612 0600
 Fax: +44 (0) 20 7612 0630
 Email: info@ico.org

TRANSPORTATION REQUEST FORM
WORLD COFFEE CONFERENCE (26 – 28 FEBRUARY 2010)
ICO MEETINGS (1 – 4 MARCH 2010)

Please complete the following details to request transportation between La Aurora International Airport in Guatemala City and your hotel (one form to be completed per person). Transportation requests can also be completed online at www.wcc2010guatemala.com.

ICO Member country / PSCB association:

Name: Surname:

Title: Organization:

Country: Telephone:

Fax: Email:

Arrival in Guatemala City:

Date: Time:

Airline: Flight number:

Departure from Guatemala City:

Date: Time:

Airline: Flight number:

Hotel in Guatemala City:

Please return to:

Blanca Castro

Guatemalan National Coffee Association (Anacafé)

Fax: +(502) 2366 5776

Email: Blanca.MCG@anacafe.org

Website: www.wcc2010guatemala.com



**World Coffee Conference 2010
(Guatemala City, 26 to 28 February 2010)**

Programme and reminder to register

1. The Executive Director presents his compliments and, on behalf of the Chairman of the World Coffee Conference 2010, wishes to inform Members and representatives of the PSCB that a draft Programme for the Conference is now available and is attached to this document.
2. Information about registration for the Conference, including the registration deadline of **30 November 2009**, was previously circulated in document ED-2077/09. The same document includes information about the International Coffee Council and other meetings taking place from 1 to 4 March 2010. Registration can be completed online at the Conference website (www.wcc2010guatemala.com) or (if Internet access is not available) by completing and returning the forms attached to ED-2077/09 Rev. 1 to the conference organizers. Each delegation is entitled to **three** free places, and the registration fee for additional places is US\$450.
3. Members are strongly advised to make their hotel and travel reservations as soon as possible in view of the considerable demand for accommodation and flights to Guatemala City in February.

As at 23 November 2009

**WORLD COFFEE CONFERENCE
26 TO 28 FEBRUARY 2010, GUATEMALA CITY**

**COFFEE FOR THE FUTURE:
TOWARDS A SUSTAINABLE COFFEE SECTOR**

FRIDAY, 26 FEBRUARY

09:00 – 13:30 **Registration**

14:00 – 16:00 **OPENING CEREMONY AND WELCOME SPEECHES:
COFFEE, AGRICULTURE AND RURAL DEVELOPMENT**

President of Guatemala, Chairman, World Coffee Conference

Presidents of ICO Member countries

Secretary-General of UNCTAD: Supachai Panitchpakdi

Managing Director, Common Fund for Commodities: H.E. Mr Ali Mchumo

Chairman of the Board, Guatemalan National Coffee Association: Ricardo Villanueva

Executive Director, International Coffee Organization: Néstor Osorio

16:00 – 17:00 **KEYNOTE SPEECH**

19:00 **Reception hosted by President Álvaro Colom**

SATURDAY, 27 FEBRUARY

SESSION 1 **ECONOMIC SUSTAINABILITY: THE ECONOMICS OF PRODUCTION**

09:00 – 11:20 **World production: changes and trends**

Moderator: Christian Rasch Topke, Chairman of the 2010 WCC Organizing Committee

**African coffee in crisis – the way forward:
Kwaku Owusu Baah, Director for Economic Studies, IACO**

The presentation will trace the history of the African coffee crisis – when and how it started, and include a trend analysis indicating the negative effects of the crisis on African coffee production and supply. It will analyse the socio-economic implications of the crisis on African coffee producing nations and their coffee farmers and provide policy options for consideration in efforts to revive the African coffee industry.

**Structural analysis of Brazilian coffee growing – crisis and achievements:
Manoel Vicente Fernandes Bertone, National Secretary of Production and Agroenergy,
Ministry of Agriculture, Livestock and Food Supply (MAPA), Brazil**

In terms of performance, Brazilian coffee growing has achieved excellent results, gaining an increasing share of the international market and with growth in domestic consumption exceeding that of world consumption. Despite this, Brazilian producers need better incomes and face significant financial difficulties. A structural analysis of Brazilian coffee growing and the international coffee economy indicates that appropriate public policies could provide higher net incomes for the sector and improved rural living conditions. Brazilian public policies could have an impact on the market and consequently on other producing countries.

**Outlook for Colombian coffee production:
Luis Genaro Muñoz, General Manager, National Federation of Coffee Growers of
Colombia**

This talk will focus on analysing the consequences of the coffee price crisis at the beginning of the century for coffee production in Colombia. It will also cover the strategies developed by the Federation, with the support of the Colombian Government, to ensure the competitiveness and innovation of Colombian coffee growing. These strategies are at the heart of an ambitious coffee tree renewal programme being carried out since 2006, which aims to bring Colombian coffee production to a level of 17 million bags in 2014. In addition, information will be provided on the tools designed to mitigate the impact that the increase in Colombian coffee supplies might have on the economic sustainability of producers. These tools focus on risk management associated with price volatility and exchange rates, promotion of domestic consumption, generational shift, income supplementation and coffee marketing.

**Central America:
Max Quirin, Private Sector Representative to Guatemala's Monetary Board**

**Vietnam coffee sector – adjustment facing crisis:
Dang Kim Son, Director-General of IPSARD, Ministry for Agriculture and Rural
Development, Vietnam**

This paper will focus on changes in Vietnamese coffee supply since 2000-2004, the impact of the financial crisis on the livelihoods of Vietnamese coffee producers (income, investment, job creation, business), risk management issues (producers' reactions to market and policy risks etc.). Recommendations will include developing sustainable coffee development in Vietnam (adding value, coffee area), institutional changes and setting up and sustaining a coffee supply monitoring system in Vietnam.

Panel discussion / questions

11:20 – 13:00 Production costs and constraints

Moderator: Rodolfo Trampe, Executive Coordinator, Asociación Mexicana de la Cadena Productiva del Café

**The sustainability of harvesting strategies:
Carlos Brando, P&A International Marketing, Brazil**

A person can only selectively pick a given weight of coffee per day. As a result the pickers' real salary, discounted for inflation, will remain basically the same indefinitely. But development raises the cost of living and aspirations all the time. The outcome is that coffee pickers will be progressively less able to pay for their basic needs, let alone satisfy their growing aspirations. Poverty will inevitably grow among coffee pickers at a time when so much is said and written about sustainability, including economic sustainability. Is there a way out? Fortunately yes, with technology and techniques already available. However their implementation is usually hindered if not fully prevented by tradition, misconceptions about quality losses, and a host of other arguments that do not resist a sound technical and economic analysis. The presentation will discuss concepts that challenge established paradigms in coffee harvesting and propose ways to increase the income of coffee pickers.

**East African specialty coffee: challenges and opportunities for East African farmers:
David Browning, Director, TechnoServe**

This presentation will look at East African specialty coffee and the challenges and opportunities for smallholder farmers. The main points will be the opportunities for East Africa as an origin for the specialty coffee industry (and TechnoServe's recent experience with the Gates Foundation project working with 20,000 farmers). In addition, it will address the opportunities for farmers to improve their incomes (while ensuring a win/win scenario for the industry). Finally, it will highlight the challenges emerging from TechnoServe's work that the region must overcome in order to be a reliable supplier to the specialty industry.

Panel discussion / questions

13:00 – 14:30 Lunch

SESSION 2 ECONOMIC SUSTAINABILITY: THE ECONOMICS OF DEMAND

14:30 – 16:45 World consumption: changes and trends

Moderator: (to be confirmed)

**Driving sustainability for the mainstream coffee sector:
Frank van Oers, CEO, International Beverage and Bakery Division, Sara Lee International**

Data shows most European consumers appreciate sustainable products but are reluctant to compromise on taste, quality or price. The CEO of Sara Lee's International Beverage explains how the world's third largest coffee roaster meets the double challenge of satisfying its consumers while advancing sustainability. How to bring sustainable coffee to millions of consumers? Can the market afford to ignore consumer behaviour? How to

bring positive change to millions of coffee growers? How strong should the link be between sustainability and a direct price premium? The answer lies in the mainstream arena, where self-sustaining dynamics of supply and demand drive change rather than hinder it.

Current state of coffee industry in Russia and CIS countries and how current economic situation, state of world green coffee market and modern world industry trends influence its future:

Alexander Malchik, Chairman of the Board, Organization of Russian Coffee Manufacturers

This presentation will consider the last ten years of development of the coffee industry and coffee consumption in Russia and some CIS countries. It will also describe the changes in trends due to the current economic situation and show the potential for increase in the coffee market and what factors, both external (like the state of the world green coffee market) and internal (like the state of the local economy, state regulation etc.), could influence the rate of market growth in the near future.

Recent coffee consumption trends, prospects and directions for the growth of coffee consumption in India:

V.G. Siddhartha, Chairman, Café Coffee Day

North America - to be confirmed

Development of the Japanese market and outlook for neighbouring country markets (Korea, Taiwan and China):

Keiji Ohta, Chairman, All Japan Coffee Association

Panel discussion / questions

16:45 – 18:15 Development of markets for differentiated coffee

Moderator: Mick Wheeler, Executive Director, Speciality Coffee Association of Europe (SCAE)

**Developing sustainable specialty coffee markets 2010 and beyond:
Ric Rhinehart, CEO, Specialty Coffee Association of America (SCAA), USA**

A brief look at how new economic forces have recast the key factors to developing sustainable markets for specialty coffees. This presentation will examine the impacts of a variety of factors, including recent world economic conditions, changing consumption patterns, land use pressures and changing social conditions. The presenter will explore forecasts for growth in traditional consumer markets as well as emerging markets and balance these against rising costs for producers and increasing pressure from commercial markets.

**Differentiation: The markets for quality, certified, and origin-identified coffees:
Daniele Giovannucci, Co-Founder, The Committee on Sustainability Assessment (COSA)**

Even in recession, the explosion of demand for certain 'newer' coffees continues at a pace that dwarfs the growth of the more conventional coffees in the major traditional markets. As both consumers and supply chains quickly become more sophisticated, new opportunities are opening up in areas that were merely micro-niches just a few years ago. A

look at new data offers some rather surprising views. What happens as market titans such as WalMart, Kraft, and McDonalds move strongly into specialty and into sustainability? What is the status of certified and origin-identified coffees? What are the new trends for Organic, Rainforest Alliance, Fair Trade, Utz, 4C, and Starbucks?

Speaker (to be confirmed)

Panel discussion / questions

20:00 **50th Anniversary of Anacafé – Gala party**

SUNDAY, 28 FEBRUARY

09:00 – 09:45 **Outlook for supply and demand**

Moderator (to be confirmed)

Rob Simmons, Head of Coffee and Cocoa, LMC International Ltd.

Is there still room for growth in coffee consumption?

Judith Ganes-Chase, Founder and President, J. Ganes Consulting LLC

Coffee consumption grew in popularity worldwide over the past decade, but can this trend be sustained? New cafés are springing up on street corners around the world and it seems that demand should continue to percolate for years to come. However, coffee has to compete head on with a proliferation of new and hip beverages that are capturing the imagination of manufacturers and marketers and the dollars of young consumers. This could pose a threat to coffee as a beverage category if new product innovation fails to keep pace with the ever changing marketplace. This presentation will focus on the latest trends and how coffee could stay fresh in the minds of consumers.

SESSION 3 **ENVIRONMENTAL SUSTAINABILITY**

09:45 – 11:30 **Environmental sustainability**

Moderator: David Brooks, Director for Natural Resources Policy and Environmental Reviews, Office of the US Trade Representative

**Climate change and coffee production: vulnerability and possible adaptation:
Eduardo Assad, EMBRAPA**

The cultivation of Arabica coffee requires average annual temperatures of 18°C to 23°C. Robusta coffee is less sensitive to climate changes and adapts well to much higher temperatures, with annual averages of 22°C to 26°C. However the coffee plant in general is far less tolerant of the cold. Temperatures of -3.5°C cause damage to leaf tissue and trunks and can be lethal. On the other hand, Arabica production is adversely affected when average annual temperatures are above 23°C. Intense heat during the flowering phase aborts the buds and the plant fails to bear fruits. This presentation will show the impact of climate change using IPCC predictions on coffee production in Brazil and other parts of the world.

**Peak Coffee? Future-proofing the coffee supply in a changing world:
Peter Baker, Project Development Coordinator, CABI Bioscience**

Concepts of sustainable production have been embraced by the coffee industry in recent years but despite this, the industry faces a number of threats, including climate change, population pressure and spread of pests and diseases. All of these are likely to impact on the coffee business with increasing weight and frequency in the coming years. The lecture will examine some of these challenges as well as the responses that are required if the supply of coffee is to continue to grow in a crowded world. This will include the need for greater attention to strategic planning and long term investment in coffee research, technology and knowledge transmission than has hitherto been deemed necessary.

Fernando Gast, Executive Director, Cenicafé, Colombia

This presentation will focus on pointing out that Colombian coffee growing regions show wide diversity in soil use, cultivation systems and types of coffee farming. This creates environmental heterogeneity, offering habitats that are highly favourable to biodiversity with regard to other types of productive landscapes. Coffee areas can, therefore, make a considerable contribution to mitigating the effects of climate change, since forests in coffee areas can be maintained and extended through market mechanisms associated with deforestation prevention and green certification like the carbon neutral coffee certificate, which create a link with consumers prepared to pay more for biodiversity-friendly coffee and coffee growers who promote environmental sustainability on their farms and in their regions. Although water is the most renewable natural resource and there are abundant water reserves in Colombia's coffee areas, the region is not free from the risks of the growing world shortage of this element. This is why it is so important to establish the size of the water footprint in coffee areas and to seek conservation tools that complement one another and can be adapted both to the needs of the forest populations and to those of the human beings living in the area.

Biodiversity:

Taye Kufa, Coffee Agronomist/Ecophysiologicalist, Jimma Agricultural Research Centre, Ethiopia

Panel discussion / questions

SESSION 4 SOCIAL SUSTAINABILITY

11:30 – 13:00 Women and coffee

Moderator: H.E. Mme Josefa Sacko, Secretary-General, IACO

Launtia Taylor, President, International Women's Coffee Alliance (IWCA)

Ana Laura Quirós Montoya, President of the Asociación de Mujeres Organizadas de Biolley (Organized Women's Association of Biolley) (ASOMOBI), Costa Rica

Sunalini Menon, Founder, Coffeelab Private Ltd., India

Panel discussion / questions

13:00 – 14:30 Lunch

14:30 – 16:15 The Millennium Development Goals and support for producers

Moderator: Saint-Cyr Djikalou, Permanent Representative of Côte d'Ivoire to International Commodity Bodies in London

Lluís Riera Figueras, Director, Directorate General for Development and Relations with African, Caribbean and Pacific (ACP) Group of States, European Commission

**Government support programmes and subsidies for the coffee sector in India:
G.V. Krishna Rau, Chairman, Coffee Board of India**

Government support to the coffee sector in India covers a large spectrum of activities such as research, strong extension support, training and capacity building and subsidy support for replantation, infrastructure for quality upgrading like drying yards, on-farm processing facilities, water augmentation, subsidy towards premium for weather-based insurance. The Government also extends subsidies for setting-up coffee processing units such as roasting and grinding units. Government support to coffee growers includes not only coffee but associated crops like pepper and cardamom to improve the sustainability of coffee farms with diversification at the farm level.

**Youth, social sustainability and coffee in African coffee producing countries:
Ishak Kasule Lukenge, Managing Director, KDS Coffee Ltd., Uganda**

The presentation will start with a definition of youth in the African context and then will proceed to give the current social challenges affecting youth in African coffee producing countries. The presentation will then discuss current gaps in youth social sustainability in African coffee producing countries, present the status of youth and coffee in African coffee producing countries and make recommendations.

Janet Ballantyne, Acting Assistant Administrator for Latin America and the Caribbean, U.S. Agency for International Development

Panel discussion / questions

16:30 – 17:30 Closing ceremony and conclusions of the Conference

**H.E. Mr Álvaro Colom, President of Guatemala (Chairman of the World Coffee Conference)
Néstor Osorio, Executive Director of the ICO**