



ORGANIZACIÓN INTERNACIONAL DEL CAFÉ
ORGANIZAÇÃO INTERNACIONAL DO CAFÉ
ORGANISATION INTERNATIONALE DU CAFÉ

ICC 107-15

26 September 2011
English only

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International Coffee Council
107th Session
26 – 30 September 2011
London, United Kingdom

Post of Executive Director

**Presentation by
Mr Rodolfo Trampe Taubert, Mexico**

Background

A copy of the presentation made to the 107th Session of the Council by Mr Rodolfo Trampe Taubert of Mexico, is attached.

Action

The Council is requested to take note of this document.

Work Plattform
Mexican Candidate



INTERNATIONAL COFFEE ORGANIZATION

México



I. Overarching Goal

Renewed Sense of Relevance



**Focus Daily Work on Accountable
Impacts on the Global Coffee Sector**

II. ICO's Challenge



Capacity for Innovation



Conduct Collective Action



Acknowledged for it's Credibility



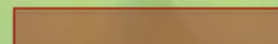
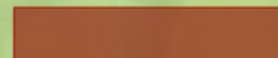
Public Policies



Investment – Public
Goods Oriented



Upgrading
the Coffee
Value Chain



III. Strategy

I. Agenda

II. ICO's Scope

III. Indicators

IV. Results

Transparency

Knowledge

Competitiveness

Strengthen

Outreach

Redirect



Presentation

Debate

Implementation

Sep 11

Mar 12

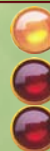
Sep 12

IV. Agenda

Strategic Actions

Transparency

- Statistical Information
- Standardization
- Costs & Value Distribution



Mission

Objectives

Knowledge

- Training & Technical Assistance
- Climate Change
- Research & Technological Development



Competitiveness

- Quality
- Risk Management
- Financing Mechanisms
- Market Development



V. ICO's Scope

Redirect Substantive Work

- Public Policies (*Public Goods Oriented*)
- Sources of Financing
- Institutional Service Capacity

Upgrade Global Outreach

- Coordination with other Organizations
- Collaboration with Member & Non Member Countries
- Approach to Public Affairs & Communications

Strengthen Administrative & Management Processes

- Results Based Indicators
- Budget Re-engineering
- Committees
- Staff

VI. Indicators

ICA 2007 Objective's

Member
Countries

ICO's Strategic
Actions & Activities

Indicators



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Stakeholders



INTERNATIONAL COFFEE ORGANIZATION

Thank you all

