



INTERNATIONAL COFFEE ORGANIZATION  
ORGANIZACIÓN INTERNACIONAL DEL CAFÉ  
ORGANIZAÇÃO INTERNACIONAL DO CAFÉ  
ORGANISATION INTERNATIONALE DU CAFÉ

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**Preparations for the  
World Coffee Conference  
(Guatemala 2010)**

## **Background**

1. This document contains a report on preparations for the next World Coffee Conference which will be held from 26 to 28 February 2010 in Guatemala, together with a preliminary framework for the Conference.
2. The PSCB will consider this matter at its meeting on 16 March 2009, prior to discussion by the Council at its 102<sup>nd</sup> Session.

## **Action**

The Council is requested to consider this document.

## **PREPARATIONS FOR THE WORLD COFFEE CONFERENCE (GUATEMALA 2010)**

### **Background**

1. At its 100<sup>th</sup> Session in May 2008, the Council accepted the invitation from the Government of Guatemala to host the next World Coffee Conference. In September 2008, the Council decided that the Conference should take place in Guatemala from Friday 26 to Sunday 28 February 2010, followed by the Council and other ICO meetings from 1 to 4 March 2010.

### **Venue**

2. The World Coffee Conference will take place at Westin Camino Real, Guatemala City, with other ICO meetings scheduled to take place at the headquarters of ANACAFÉ which is also in Guatemala City.

### **Chairman**

3. The Council will appoint the Chairman of the Conference at its 102<sup>nd</sup> Session.

### **Title and subject**

4. Article 21 of the ICA 2001 provides that the Council shall decide on the form, title, subject matter and timing of the Conference in consultation with the Private Sector Consultative Board. Annex I contains suggestions for the title and subject of the Conference which will be important to attracting audience interest.

### **Format**

5. It is suggested that the Conference should comprise four Sessions as follows:

- Session 1: Inaugural Session
- Session 2: Trends and outlook for world coffee demand
- Session 3: Trends and outlook for world coffee supply
- Session 4: Sustainability

6. It is also suggested that presentations could be followed by a panel discussion with three or four experts, to make the sessions more dynamic and interactive. Social events such as a reception and lunches will be included to enable networking and informal exchanges of views with other delegates.

## **Speakers**

7. Speakers will need to be high-level and experts in their field, and should be identified as early as possible to secure their participation, on the basis of invitation and expenses, rather than fees. High-level political and diplomatic support may be requested from Members to assist in sounding out possible speakers.

## **Organization**

8. An Organizing Committee has been established in Guatemala to assist with the preparations for the Conference. The Executive Director visited Guatemala in October 2008 to meet the Committee and brief them on the requirements for the Conference and ICO meetings and provide background documentation on previous conferences.

9. The Committee has agreed on a logo for the Conference (see Annex II).

## **Task force**

10. As with the 2<sup>nd</sup> World Coffee Conference, it is suggested that it would be useful to establish a small task force of Members to oversee the preparations.

## **Participants**

11. The Executive Director will write to all Members to invite them to confirm the name of the Minister responsible for coffee matters in their countries, so that the Government of Guatemala can proceed to issue invitations to attend the 2010 Conference.

12. Members and PSCB associations are invited to inform representatives of the coffee sector in their countries about the date of the Conference to ensure wide representation by Members and the private sector at this event.

## **Costs**

13. Article 21 provides that the Conference shall be self-financing.

**WORLD COFFEE CONFERENCE  
GUATEMALA 2010**

**POSSIBLE TITLES**

1. New challenges and perspectives for the world coffee sector
2. Towards a sustainable coffee sector
3. Coffee for the future
4. Coffee in the 21 <sup>st</sup> century

**SESSION 1: INAUGURAL SESSION**

Welcome to the Conference
Presidential session
Keynote speech

**SESSION 2: TRENDS AND OUTLOOK FOR WORLD COFFEE DEMAND**

❖ Evolution of demand 2000-2009
❖ Impact of the economic and financial crisis (2008 onwards)
❖ Significant changes in consumption patterns
❖ New markets
❖ Geographic trends <ul style="list-style-type: none"> <li>○ North America</li> <li>○ Europe</li> <li>○ Producing countries</li> <li>○ Emerging markets</li> </ul>
❖ Promotion of consumption and market development
❖ Influence of coffee quality on consumption
❖ Technological innovations
❖ Coffee and health
❖ Food safety
❖ Development of markets for coffees with special characteristics: Specialty/gourmet, organic, certified/Geographical Indications
❖ Outlook 2010-2020

### SESSION 3: TRENDS AND OUTLOOK FOR WORLD COFFEE SUPPLY

<ul style="list-style-type: none"> <li>❖ Current state of world production           <ul style="list-style-type: none"> <li>○ Brazil</li> <li>○ Vietnam</li> <li>○ Colombia/Other South America</li> <li>○ Mexico/Central America</li> <li>○ India/Indonesia/Other Asia</li> <li>○ Africa</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>❖ Changes in supply patterns since the 2000-2004 crisis</li> </ul>
<ul style="list-style-type: none"> <li>❖ Impact of the economic and financial crisis (2008 onwards)</li> </ul>
<ul style="list-style-type: none"> <li>❖ Production costs/constraints           <ul style="list-style-type: none"> <li>○ Labour</li> <li>○ Fertilizers and other inputs</li> <li>○ Transportation</li> <li>○ Water</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>❖ Alternative uses of land (food and biofuels)</li> </ul>
<ul style="list-style-type: none"> <li>❖ Support for producers           <ul style="list-style-type: none"> <li>○ Institutions and capacity-building</li> <li>○ Risk management / credit</li> <li>○ Government support programmes / subsidies</li> <li>○ Diversification</li> <li>○ International aid programmes</li> </ul> </li> </ul>

### SESSION 4: SUSTAINABILITY

<ul style="list-style-type: none"> <li>❖ Economic sustainability           <ul style="list-style-type: none"> <li>○ Improving efficiency of the value chain</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>❖ Environmental sustainability           <ul style="list-style-type: none"> <li>○ Climate change – mitigation and adaptation strategies</li> <li>○ Biodiversity (genetic modification/genome/germplasm)</li> <li>○ Pests and diseases</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>❖ Social sustainability           <ul style="list-style-type: none"> <li>○ Gender issues (women and coffee)</li> <li>○ Coffee and Millennium Development Goals</li> </ul> </li> </ul>

**WORLD COFFEE CONFERENCE LOGO**

**English version** (for promotional purposes)



**Spanish version** (for materials used during the Conference)

