

**INDIA INTERNATIONAL COFFEE FESTIVAL 2014**  
**BANGALORE**

Ladies and gentlemen,

It is a great pleasure for me to be here with you at the 5<sup>th</sup> Indian International Coffee Festival.

I would like to congratulate the organizers of such a well attended and enjoyable event, one that has managed to position itself as one of the leading gatherings in our coffee calendar.

I also wish to acknowledge the importance of the efforts made by the Indian Coffee Board, in particular Mr. Jawaid Akhtar who is the present Chairman of the International Coffee Council, in representing the coffee trade and industry in this beautiful country with the dedication and success.

It is very fitting to name this festival "The Changing face of coffee". Over the past years we have seen the coffee sector change tremendously. We have seen new markets develop in emerging economies, fuelling an ever growing demand.

Parallel to these new markets, we have seen the emergence of new trends in mature markets once stagnant, revitalized - thanks to the development of single origin coffees, the single serve trend and in general an increased awareness of the many possibilities of drinking speciality coffees.

We are faced with many challenges in our industry, such as low prices for producers, climate change, access to finance, low productivity, the fight against pests and diseases. We can label all these issues under "sustainability". It requires urgent and effective attention from our part.

However, it is of a scale which no single entity, be it public or private, can tackle on its own. Rather, concerted work from diverse stakeholders along the complex coffee supply chain is needed.

I include in this supply chain everyone whose work is directly or indirectly linked to bringing the bean to the cup, from researchers to agronomists, from traders to baristas, from producers to policy makers.

India has an increasingly important role to play in the development of the world coffee market.

It is already the 6<sup>th</sup> largest producer and one whose excellent qualities are highly in demand in Europe, Asia and North America.

In particular, it has experienced a vibrant growth in the processing and export of soluble coffee, further proof of the visionary quality of its entrepreneurs who rightly understood the market.

It is thus with great satisfaction that I come here to join you and manifest the full support of the International Coffee Organization and of the entire global coffee community.

Thank you