

## Statement by Anna Illy of Illycaffè

Mr Chairman,  
Executive Director,  
Distinguished Delegates,

I am honoured to be here today on the occasion of the 50<sup>th</sup> anniversary of the International Coffee Organization and to be able to speak about the biggest promotional and cultural event for the world of coffee in its history.

As many of you probably know, Milan has been appointed to host in 2015 the EXPO Universal Exhibition that takes place every five years.

For the first time nutrition will be the topic around which the exhibition will be built. The chosen theme will be 'Feeding the planet, Energy for life'.

The main exhibition will be developed in nine different clusters, each one dedicated to a specific product or eating habit. Coffee has been recognized as one important factor in human nutrition and a specific Pavilion will be dedicated to it.

This area and the events that will take place during six months, are, no doubt the most important event ever dedicated to coffee.

Illy has decided to embrace this event and has accepted becoming the cultural advisor of EXPO Milan 2015 for coffee.

We are grateful to all of you for the fact that the ICO Promotion and Market Development Committee has understood the importance of this event and has decided to give its patronage to it.

In order to give maximum visibility to the Coffee Cluster Pavilion and EXPO Milan 2015, we have decided to plan a Coffee Culture Global tour that starts today here in Belo Horizonte with the exhibition of the pictures that for 10 years Sebastião Salgado has taken around the world in coffee plantations in a major project he is working with illycaffè.

This tour will touch eight cities around the world for a period of two years: New York, Seoul, Shanghai, Bogota, Dubai, London, Berlin and Paris. In each city a different topic concerning coffee will be touched and explained.

For each country two Ambassadors will be chosen. For Brazil these will be Sebastião Salgado and the coffee grower José Carlos Grossi, who both embody the best that coffee culture can express.

Now, I will let Roberto Morelli, in charge of the project, explain briefly the major highlights of it.

Thanks again for your attention and support.