GLOBAL COFFEE FORUM
&
INTERNATIONAL COFFEE DAY

ICO Council
September 22nd, 2014
EXPO MILANO 2015
EXPO MILANO AT A GLANCE

- **Public investments for the Event:** around 1.3 billion Euros
- **Private sector contribution:** around 0.5 billion Euros
- **Official Participants investments:** around 1 billion Euros

- **Date:** 1 May - 31 October 2015 (184 days)
- **Exhibition Site Area:** 1 million square metres
147 Official Participants to date (and 133 Commissioners General appointed)

- **144 Countries** (6.7 bn Citizens: 93.5 % of world population) + United Nations, EU
- **114 Signed Contracts**

**EXPO MILANO 2015**

**WORLDWIDE CONSENSUS**

- **Europe**
  - 35 Countries
- **Asia**
  - 42 Countries
- **Africa**
  - 40 Countries
- **America**
  - 24 Countries
- **Oceania**
  - 3 Countries
EXPO MILANO 2015
A CHALLENGING THEME

Expo Milano 2015
FEEDING THE PLANET, ENERGY FOR LIFE

"Is it possible to ensure sufficient, good, healthy, suitable food for all?"

A great opportunity to strengthen dialogue and cooperation to improve the quality of life of the world citizens, in strict connection with the United Nations Millennium Development Goals.
One of the most INNOVATIVE FEATURES of Expo Milano 2015 will be

THE CLUSTER PARTICIPATION MODEL

Clusters are joint pavilions where Countries will be aggregated for the first time by THEME instead of geographical criteria as in previous Expos.

The Cluster model will promote dialogue and cooperation common issues and shared identity traits.

Participation of Developing Countries is encouraged.
EXPO MILANO 2015
9 THEMATIC CLUSTERS

FRUITS & LEGUMES
SPICES
BIO-MEDITERRANEUM
ISLANDS
ARID ZONES
FRUITS & LEGUMES
SPICES
BIO-MEDITERRANEUM
ISLANDS
ARID ZONES

Each Cluster will have exhibition spaces for participating Countries positioned around a common area.
The Cluster Project

**The Clusters Membership:**

66 Countries + 2 International Organizations representing at least 14 countries

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<thead>
<tr>
<th>Rice</th>
<th>Coffee</th>
<th>Fruits and Legumes</th>
<th>Islands, Sea and Food</th>
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One of the Clusters will be entirely dedicated to Coffee.

4,427 SQM TOTAL AREA

OF WHICH:

- 1,250 SQM FOR INDIVIDUAL EXHIBITION SPACES
- 3,000 SQM FOR THE COMMON AREA
Cluster Membership:
10 important coffee-producing countries

- Burundi
- Yemen
- El Salvador
- Ethiopia
- Guatemala
- Kenya
- Costa Rica
- Rwanda
- Uganda
The visitor will experience the whole coffee value chain, from the coffee plants to the roasting processes

- Architecture inspired by the traditional way to cultivate coffee
- Photo and artistic exhibition
- Tasting sessions
- Markets and bar
- Events
ICO agreed with Italy’s request to be given the chance to host the 1st Global Coffee Forum, given that it would host Expo Milano 2015.

Additionally, ICO agreed to celebrate the FIRST INTERNATIONAL COFFEE DAY (ICD) in Milan on October 1st 2015.

An Preparatory Committee for GCF & ICD has been set up:

- Chaired by Minister of Agriculture and Forestry, Mr. Martina

FIERA MILANO Congressi will be in charge of the organization of the event.
STELLA POLARE CONGRESS CENTER

- Designed by Massimiliano Fuksas, is located within one of Europe's largest exhibition centres
- Directly connected to Expo Site
- Its Level 0 has 4 different spaces that can become one, with a total of 1250 square meters and 980 seats
- Innovative and flexible forms
- Highly advanced technological equipment
THE PROGRAMME

28 settembre
29 settembre
30 settembre
1 ottobre
2 ottobre

115th International Coffee Council
International Coffee Day
Global Coffee Forum
On the basis of the

Promotion & Market Development Committee’s Plan*

approved by ICO Council (September 2012)

CONTENT will be developed around 3 pillars:

- PLEASURE
- HEALTH
- SUSTAINABILITY


*Available at
Fiera Milano & Expo, in collaboration with ICO, will define a detailed program for the Global Coffee Forum.

To this aim, indications by ICO are required on:

- **GOALS**
- **TARGET PUBLIC**
- **FORMAT**
PROPOSAL FOR THE INTERNATIONAL COFFEE DAY

TARGET
- General Public

WIDESPREAD PRESENCE
- Expo site
- Coffee Cluster
- City of Milan

MULTI EXPERIENCE PRESENCE
- Expo site guided tours & events
- Coffee itinerary in the Expo site

STRONG SOCIAL MESSAGE
Thanks to the Partnership with Oxfam
INTERNATIONAL COFFEE DAY
WIDESPREAD PRESENCE

- EXPO SITE
- COFFEE CLUSTER
- THE CITY OF MILAN

Celebrations will also take place in strategic places of Milan:

- Via Dante
- EXPO Gate
- EXPO InfoPoints throughout the city
Photo Exhibition in Via Dante

During the Week, Via Dante will change its face becoming a suggestive walk into the culture of coffee, with a photographic exhibition. The exhibition will be an occasion to catch people walking in the very centre of Milan, creating awareness on Oxfam initiative and on the Milano Coffee Week.
Oxfam is a Civil Society Participant of Expo Milano 2015

Oxfam has great expertise in projects in rural areas related to the production of commodities, including coffee.

One of leading CSOs, Oxfam contributes to global Agenda 2030, such as the International Coffee Agreement. This proposal integrates several perspectives and tools:

- Fundraising
- Communication/visibility
- Awareness

with the goal of building participation and adherence to the first International Coffee Day promoted by ICO.
OXFAM AND EXPO: A PARTNERSHIP TO FEED THE PLANET

FUNDRAISING

- “Caffè sospeso” campaign
  “Caffè sospeso” is a well-known Neapolitan tradition born of philanthropy and solidarity. A customer orders a “caffè sospeso”, and pays for 2 coffees but receives only 1, so that when a needy person comes into the bar, she receives the coffee free, courtesy of the kindly previous customer.

- A “virtual caffè” for Oxfam
  An application, connected to a virtual multimedia platform, will allow a donor to leave an imaginary caffè sospeso for a beneficiary of Oxfam’s projects.

Funds raised could benefit Oxfam’s work in key areas:
- Smallholder farmers’ organizations support
- Training, Technical Assistance, Credit, Organizational development, Market Access, Policy Dialogue with governments & institutions
- Analysis, research and consumers’ engagement
PUBLIC ENGAGEMENT AND PROGRAMMES

- Edutainment and fundraising events in the Coffee Cluster will be organized during Expo and in particular in the days before the International Coffee Day.

- A larger event will be jointly organized October 1, 2015 for the celebrations of the first International Coffee Day.
Thank You