MILAN, ITALY FOR
WORLD COFFEE CONFERENCE
2015
To host the World Coffee Conference during the Milan Universal Exhibition whose theme, “Feeding the Planet, Energy for Life” concentrates on biodiversity, food security and agricultural sustainability, and offers a special focus on Coffee.
A WORLDWIDE EXPOSURE

- More than 130 Countries, representing ap. 90% of the World population
- 20 million visitors in 6 months
- An Exhibition Site of 1 million square metres
- Participation of International Organizations, Civil Society and Corporate partners
- Foreseen visits of numerous Head of States and high-level delegations
- Worldwide media coverage
THE COFFEE IN EXPO MILANO 2015

- An area of 4,500 sq. entirely dedicated to coffee, the Coffee Cluster, hosting **10 Participating Countries from Africa and Latin America**

- A thematic Itinerary on coffee and a **unique meeting point between worldwide producers and consumers**

- A **platform** to showcase the solutions **to face the challenges of the coffee beans production**

- A focus on all **different coffee cultures and consumption habits**
THE THREE STAKEHOLDERS

- **Long history** in the coffee industry
- **In-depth knowledge** of the Coffee sector
- Rewards for **sustainable practices**

- **Expertise** in the exhibition industry
- One of the **largest conference center** in Europe
THE VENUE:
MiCo CONVENTION CENTRE

PROPOSED PERIOD
02 – 10 September, 2015
THE VENUE: MiCo CONVENTION CENTRE

WHERE

MILANO, ITALY for WORLD COFFEE CONFERENCE 2015
THE VENUE:
MiCo CONVENTION CENTRE

WHERE

MiCo North Wing

MILANO, ITALY for WORLD COFFEE CONFERENCE 2015
A SPECIAL STAGE
WITHIN THE EXPO SITE

A STAGE within the COFFEE CLUSTER & the EXPO SITE

- Three Expo Days dedicated to Coffee
- All participants in the World Coffee Conference will be granted access to Expo Milano 2015
- The Opening session of the World Coffee Conference at EXPO
FOCUS ON AFRICA

An AFRICAN CORNER with DEDICATED DESIGN and SETUPS at the MiCo Convention Centre

18,000 seats total capacity
4,000 plenary room capacity
1,500 auditorium capacity
54,000 square meters exhibition area
FOCUS ON AFRICA

CO-CHAIRING of the WCC between ITALY and AFRICA
# THE BUDGET

## Recap

<table>
<thead>
<tr>
<th>Income</th>
<th>Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>01 - CONTRIBUTIONS</strong></td>
<td>500.000,00</td>
</tr>
<tr>
<td><strong>02 - EXHIBITION SPACES</strong></td>
<td>510.000,00</td>
</tr>
<tr>
<td><strong>03 - REGISTRATIONS</strong></td>
<td>200.000,00</td>
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</tbody>
</table>

## Income

<table>
<thead>
<tr>
<th>Income</th>
<th>Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>01 - GRAPHIC STUDY</td>
<td>5.000,00</td>
</tr>
<tr>
<td>02 - PRINTING AND MAILING</td>
<td>9.020,00</td>
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<tr>
<td>03 - PROMOTION, MAILING AND POSTAGE</td>
<td>103.000,00</td>
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<tr>
<td>04 - CONGRESS SECRETARIAT</td>
<td>27.500,00</td>
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<tr>
<td>05 - CONGRESS VENUE</td>
<td>271.294,00</td>
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<tr>
<td>06 - AUDIO-VISUAL EQUIPMENT</td>
<td>160.386,00</td>
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<tr>
<td>07 - DECORATION, SIGNPOSTING AND SCENOGRAPHY</td>
<td>202.500,00</td>
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<tr>
<td>08 - CATERING</td>
<td>58.950,00</td>
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<tr>
<td>09 - STAFF ON-SITE</td>
<td>7.710,00</td>
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<tr>
<td>10 - CONGRESS MATERIAL</td>
<td>15.510,00</td>
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<tr>
<td>11 - HOSPITALITY</td>
<td>130.320,00</td>
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<tr>
<td>12 - TRANSPORTATION</td>
<td>34.310,00</td>
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<tr>
<td>13 - SOCIAL PROGRAMME</td>
<td>108.000,00</td>
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<tr>
<td>14 - ON-LINE SERVICES</td>
<td>12.000,00</td>
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<tr>
<td>15 - MISCELLANEOUS</td>
<td>14.500,00</td>
</tr>
<tr>
<td>MF - MANAGEMENT FEE</td>
<td>50.000,00</td>
</tr>
</tbody>
</table>

**Total Income**: 1.210.000,00

**Total Costs**: 1.210.000,00

**Profit**: 0,00
SEE YOU IN MILAN!