4TH WORLD COFFEE CONFERENCE AND EXHIBITION, MARCH 6-11
ADDIS ABABA, ETHIOPIA

Progress update, 28/09/2015
Introduction

- Ethiopia is thrilled to be hosting the 4th World Coffee Conference, and is planning a world-class industry-wide event in March 2016.
- This presentation includes an overview of the arrangements that are in progress and tasks that need to be finalized ASAP.
- Facts from 2010 Guatemalan conference are included to give insight while making decisions.
Proposed Theme

- “Coffee Culture, Consumption & Diversity”

- Logo
# 2016 Planned Event Schedule

<table>
<thead>
<tr>
<th>Day 1 - March 6, 2016</th>
<th>Registration &amp; Welcoming reception</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day 2 - March 7, 2016</td>
<td></td>
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<tr>
<td><strong>Morning</strong></td>
<td>Opening Ceremony</td>
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</tbody>
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| **Afternoon**         | Panel 1: International Coffee Consumer market trends  
                        | Panel 2: Climate change & Coffee     |
|                       | Panel 3: Sustainable & Traceable Coffee |
| Day 3 - March 8, 2016 |                                     |
| **Morning**           | Panel 4: Coffee science & new technology  
                        | Panel 5: Coffee research, productivity & Quality |
|                       | Panel 6: Cupping profiles, blends & roasting |
| **Afternoon**         | Panel 7: Coffee Culture & Diversity  
                        | Panel 8: Coffee pricing, macroeconomics & volatility |
|                       | Closing                              |
| 9-11 March 2016       | Council meeting                      |
| 9-10 March 2016       | Optional site visits for non-council members |
| 12 March 2016         | Optional site visits for council members |
Venue

- UNECA has been selected as a main conference venue & exposition center
- MoT sent out official letter to UNECA for reservation
- Registration & welcoming reception will be held at Sheraton Addis
A total of 1200 guests (local & international) are expected to attend the conference.

Facts from 2010 Guatemalan conference is presented below for comparison.

Proposed registration fees: $450 for international, $200 for local & African delegates & $100 for smallholder farmers registration.

<table>
<thead>
<tr>
<th>Payment Category</th>
<th>Fee</th>
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<tbody>
<tr>
<td>International</td>
<td>$450.00</td>
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<tr>
<td>Central American registrations (regional)</td>
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<tr>
<td>Local registrations</td>
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<tr>
<td>Special registrations</td>
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<tr>
<td>Companion registrations</td>
<td>$100.00</td>
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<tr>
<td>Visitors to exhibition area</td>
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<table>
<thead>
<tr>
<th>Type of Payment</th>
<th>#</th>
<th>%</th>
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<tbody>
<tr>
<td>Courtesy (free of charge)</td>
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<td>35</td>
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<tr>
<td>Credit card</td>
<td>523</td>
<td>34</td>
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<tr>
<td>Cash at the venue</td>
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<td>28</td>
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<tr>
<td>Wire transfer</td>
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<td>2</td>
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<tr>
<td>Bank deposit</td>
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<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>1517</td>
<td>100</td>
</tr>
</tbody>
</table>
During the conference days, exposition is planned as there was in the previous events.

In 2010 event, 40 spots were prepared & sold out.

This time, we proposes to have 100 same size spots for $2,000 price each. Interested exhibitors can have more than one spot with 15% discount.

2 or 3 large tents that measures 20m wide by 50m long will be prepared for the exhibition.

Tents are waterproof, air-conditioned, have flooring with carpet.
Sponsorship package

- Sponsorship package is proposed to supplement the assigned budget. The below recommendation is based on the 3rd conference held in Guatemala in 2010
  - **Platinum** - USD20,000
  - **Gold** - USD15,000
  - **Silver** - USD10,000
  - Special sponsorships for Pens, Note pads, Uniforms, Conference bags etc
Draft web page developed with proposed domain name, **www.wcc2016ethiopia.com** Basic contents include:

- **Event description**
- **Date**
- **Registration page**
- **Sponsors list**
- **Logistics arrangement**
- **Program, speakers & bio list**

The site will be up immediately within a week. Speakers & program content will be added once they are identified.
March 3-5, 2016
United Nations Conference Centre, Addis Ababa

Event Website

Location

Visas

Accommodation

Sponsors
Accommodations

- Addis Ababa offers a rich variety of accommodation options, ranging from international chains to modestly-priced local hotels.

- Once Hotels are selected with negotiated price, their info will be released on the event official site.

- **International Chains**: Sheraton ($330), Radisson Blu ($220), Hilton ($190),

- **Moderate Local Hotels**: Elililly ($210), Jupiter ($140), Capital ($140), Saro-Maria ($130), Harmony ($130),

- **Budget-Conscious Local Hotels**: Churchill ($100), Caravan ($80), Ag Palace ($60),
In order to allow the esteemed delegates to learn about Ethiopian coffee and culture, the conference organizers will arrange field visits.

**Option 1: Sidama Coffee Tour (1-2 days; 20 people)**
- Charter flight to Hawassa
- ECX Hawassa, Yirgalem Washing Station

**Option 2: Jimma Coffee Tour (1-2 days; 25-40 people)**
- Ethiopian Air flights, with block booking
- ECX Jimma, Agaro Washing Station, Jimma Research Center
Field Visits: Historic Sites

- Option 3: Gondar, Axum or Lalibela Historic Sites (2 days; 20-40 people)
  - Ethiopian Air flights, with block booking
  - Rock-hewn churches of Lalibela
  - Castles of Gondar
  - Axum obelisks
Next steps

- Finalization of website and email blast remains to be completed
- Final nomination of event organizer from short list remains
- Open registration
- Hotel selection completed – final price negotiation under way
- Program Outline Draft – detailed program and speakers to be finalized soon
- Minister of Trade confirmed as Chairman