Background

A copy of the presentation made to the 119th Session of the Council by Mr Rodolfo Trampe Taubert of Mexico, is attached.

Action

The Council is requested to take note of this document.
From vision to action
The strategic role of the ICO

RODOLFO G. TRAMPE TAUBERT
Mexico's candidate to the Executive Director position of the ICO

INTERNATIONAL COFFEE ORGANIZATION

RODOLFO G. TRAMPE TAUBERT
MEXICO'S CANDIDATE FOR THE EXECUTIVE DIRECTOR POSITION OF THE ICO
NEW ENVIRONMENT
YET SAME ICO

Producing countries that are already consumers

Differentiated coffees in a commodities market

Key role for private sector and civil society

Coffee businesses based on TIC

RODOLFO G. TRAMPE TAUBERT: Mexico's candidate to the Executive Direction of the ICO
SAME ICO,
OLD ISSUES

Vulnerability to pests and diseases

Security of supply & production costs

Low development in rural coffee communities

Deficiencies to sustain investments in the sector

Validity of coffee institutions and governability
HOW TO CONTRIBUTE TO THE OBJECTIVES OF THE ICO AGREEMENT 2007?

It is about RE-DIRECTING the international cooperation

It is about INNOVATING the design and implementation of public policies and services

It is about WORKING IN COLLABORATION to materialize a true sustainable coffee sector
VISION OF CONVERGENCE

Prioritize a common agenda based on three principles:
1. Applicability to the region of member countries
2. Applicability in the sector
3. Equity in the chain

CONSISTENT INNOVATION

Execute the common agenda with actions that include:

a) A new Technical Secretariat
   • Ensure that the Committees and Working Groups of the Council work actively and productively
   • Interact with a global network of specialists
   • Facilitate the functioning of an internship system

b) Visibility of the ICO

c) Facilitate synergy between industry and government based on supply and demand
COFFEE SECTOR

- Shortening technology and information gaps for producers
- Ensure profitability for small producers to reduce the risk of migration
- Improve the margin of productivity; reduce production costs to maximize the value of the chain
- Ensure and maintain consumption attractive among the new generations

Rodolfo G. Trampe Taubert, Mexico's candidate to the Executive Director of the ICO

BASIC AGREEMENT ON ECONOMIC SUSTAINABILITY

- Monitoring of risk variables
- Cushion effect of price volatility
- Articulate actions within scenarios of imbalance
- Productive investment management
- Activation of quality mechanisms

Rodolfo G. Trampe Taubert, Mexico's candidate to the Executive Director of the ICO
Muchas Gracias