5th World Coffee Conference 2020 and ICC Meeting
5th World Coffee Conference-2020

WCC – City, Venue & Dates

Conceptualization & Designs

Infrastructure

Marketing & Promotion

Methodology
International Coffee Organisation.

The International Coffee Organization (ICO) is the main inter-governmental organization for coffee, bringing together exporting and importing Governments to tackle the challenges facing the world coffee sector through international cooperation. Its Member Governments represent 98% of world coffee production and significant percentage of the world consumption.

India Coffee Trust (ICT)

India Coffee Trust is a forum for Coffee Growers, Exporters, leading Corporates, Equipment Manufacturers and Experts. ICT regularly organises Biennial India International Coffee Festivals (IICF) with the support of Coffee Board of India. President of ICT is Chairman of Private Sector Consultative Board of ICO and ICT is also well represented on World Coffee Producers Forum.
Ministry of Commerce & Industries, Govt of India.

• Department of Commerce Govt of India is entrusted with formulating and implementing the foreign trade policy and development, promotion and regulation of export oriented commodities like Coffee.

• **Coffee Board of India** under Ministry of Commerce is the prime mover of Coffee sector in India. The activities of the Board are broadly aimed at;
  
  o Enhancement of production, productivity & quality
  o Export promotion in achieving higher value returns to Indian Coffee
  o Supporting development of Domestic market
WCC – City, Venue & Dates
Bengaluru is a City of Culture, Heritage, Technology and the Coffee & Café Capital of the country and much more.....
Bangalore International Exhibition Centre
BIEC—Video presentation
126th Session of the International Coffee Council 2020
Overview

- With 327 spacious rooms, more than 18000 square feet of dedicated conferencing and banqueting facilities, restaurants with theatre kitchens and a fashion accented bar, you couldn’t have asked for a more balanced mix.

- 166 Superior (56 Twin), 81 Deluxe Room, 56 Premium Room, 17 Executive Suites, 6 Luxury Suites, 1 Presidential Suite.

- Taj Yeshwantpur, airport (33kms – 45minutes) and is also conveniently located from the city center (12 kms – 30 minutes).

- Bangalore International Exhibition Centre (BIEC) – 15 minutes.

- The hotel is located close to famous educational institutions, world class medical facilities, up-market residential complexes and World Trade Centre.

- Pet Friendly Hotel.
<table>
<thead>
<tr>
<th>Venue Size</th>
<th>Venue Dimensions</th>
<th>Venue Capacities</th>
<th>Venue Size</th>
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<td>30 x 24 x 11</td>
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<td>Oval 1</td>
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</table>

**Venue Information**

2275 Tumkur Road
Yeshwantpur, Bangalore 560022
Karnataka, India
T 91 80 66900111  F 91 80 66900009
vivanta.yeshwantpur@tajhotels.com
www.vivantabytaj.com
Lobby
Aura - 8100 Sq. Ft.
Harmony Hall 2200 Sq. Ft.
Harmony Hall 2200 Sq. Ft.
Agenda – Board Room
Proposed Dates

5th World Coffee Conference - 2020
September 10th - 11th - 12th 2020 (Thu-Fri-Sat)

126th Session of the International Coffee Council
September 14th - 15th - 16th 2020 (Mon- Tues-Wed)
Why WCC in September


**Budget Sessions at the Indian Parliament:** We understand from the Ministry Officials that our intended Chief Guest for the Programme will be our Hon’ble Prime Minister of India and the Hon’ble Minister of Commerce and Industry to the event. But due to the Parliamentary Budget Session during March/April 2020, it will be difficult for both the dignitaries to move out of Delhi.

**Plantations:** Indian Coffee harvesting season would have ended by mid-March and the plants would be tired and would not have an attractive appearance. International Delegates, visitors and foreign Coffee buyers would not get a good impression. During September, the coffee plantations will be blooming and International visitors may find it more befitting to visit the coffee plantations across the Coffee regions especially South India.
Why WCC in September

**Weather:** Weather in India and particularly Bangalore during September is most pleasing with the sporadic last showers of monsoon and winter in its wings. The average rainfall fall during April is 79.2 mm and during September is 218.7 mm.

**Cost Effective:** Month of September is being a non-peak season, it will be ideal to host WCC in this month and the Air fares and Hotels will be available at attractive rates for the International delegates.

**Other Events:** During the recently held Core Committee meeting, it was pointed out by few Committee Members that during the period of March and April, there are important events like NCA, AFCA & few others while calendar of events in September may be relatively light.

**Past WCC Schedules:** It is observed that in the past, WCC editions have been hosted in different months may be keeping in mind the local conditions of the respective countries. There is also a precedent of WCC being hosted during the month of September in Brazil.
CONCEPTUALIZATION AND DESIGNS
BREWING SUSTAINABLE SOLUTIONS
Event Identity
Focus Sectors for the Event

- Coffee Producers & Exporters
- Coffee Brands & Café Chains
- Coffee Dispensing Machines
- Coffee Processing Equipment
- Coffee Accessories
- Innovation and Sustainable Technologies
- Research & Agro Technology
- Farm Equipment
- Coffee Tourism
- Commodity Boards
- Allied Products & Industries
- Coffee Start-Ups
- Coffee Related Processed Foods
- IT Solutions for Coffee Sector (Farm to Cup)
Existing WCC Structure

• Inaugural

• WCC Conference/Business Sessions

• Exhibition

• Cultural Programme

• Valedictory
5th WCC Event Spectrum

- Conference
- Exhibition
- Workshops
- B2B Meetings
- Competitions & Awards
- Networking Evenings
- Golf Tournament
<table>
<thead>
<tr>
<th>Day 0</th>
<th>WEDNESDAY</th>
<th>Workshops, Golf, Coffee Trail Concludes</th>
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</thead>
<tbody>
<tr>
<td>Day 1</td>
<td>THURSDAY</td>
<td>Workshops/Inauguration of WCC Expo/Welcome Reception</td>
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<tr>
<td>Day 2</td>
<td>FRIDAY</td>
<td>Conference/Expo/Awards/B2B Meetings</td>
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<tr>
<td>Day 3</td>
<td>SATURDAY</td>
<td>Conference/Expo/Small Growers Workshops/Valedictory</td>
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<tr>
<td>Day 4</td>
<td>SUNDAY</td>
<td>Tours and Visits /Coffee trail begins</td>
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<tr>
<td>Day 5</td>
<td>MONDAY</td>
<td>Inauguration of Council / ICO Bodies/ Consultative Forum</td>
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<td>Day 6</td>
<td>TUESDAY</td>
<td>Council / ICO bodies</td>
</tr>
<tr>
<td>Day 7</td>
<td>WEDNESDAY</td>
<td>Council / ICO bodies</td>
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</table>
New Ideas
The Mascot for WCC 2020

Every major International event when moves to a particular country a Mascot is created which captures the ethos of the host country and becomes a brand ambassador to promote various features of the event globally.

- We believe that Coffee Swamy can be that Mascot
- The next few slides depict various avataars of Coffee Swamy.
- Coffee Swamy will make its presence felt in all forms of communication print, electronic and digital.
- Special film of about 2-3 minutes is proposed to highlight the entire spectrum of 5th World Coffee Conference 2020.
Coffee Swamy Avataars
Coffee Art – An exhibition of paintings or art that has been created with the use of Coffee or focusing on Coffee could be displayed at the event
Coffee Trail

A tour to the exotic places that will reflect the unique traditions of Indian Coffee sector will be organized prior to and after the Event.
New Initiatives @ WCC

• Skill Building Workshops

• InterlinX – Coffee Connections

• Coffeebration

• WCC- Golf Championship

• Focus on Sustainable Development Goals of United Nations

• Ideas for Small Growers
Skill Building Workshops

The workshops at WCC 2020 will have something for everybody - you could be a coffee professional, an amateur, a connoisseur of coffee or even one who wants to experiment with coffee. Skill Building workshops promise exciting learning sessions and more.

Key Focus of Workshops:
• ROASTING AND GRINDING OF COFFEE
• BREWING OF COFFEE
• ADVENTUROUS JOURNEY WITH COFFEE
• COOKING WITH COFFEE

These will be conducted by experienced instructors and experts from each field. It will be an opportunity to train under the masters, and interact with the specialists. Modules have been designed to educate and train the participating coffee professionals & aficionados to build their knowledge base and skill sets beneficial for setting-up coffee businesses, professional development and personal enjoyment.
InterlinX – Coffee Connections

• One of the popular and sought-after ingredient of the Event
• An online tool for pre-planning business networking.
• Interact with Registrants well before the show
• Explore partnerships
• Facilitates one-on-one meetings between national & international delegates
Global Celebration of Coffees Around the Event.

- Launching new Coffee / Brands / Products
- Announce contests for the public
- Providing Discounts and free samples
- Cafes can run various activities
- Promote tourism to coffee regions
Coffee Growers, Industry Captains, Foreign Delegates and Golfer Delegates to be invited to participate in WCC Golf Championship scheduled during the event dates.
BREWING SUSTAINABLE SOLUTIONS

I: Production
a. Climate change
b. Research and Development
c. Price realization to the farmer

II: Quality
a. Processing
b. Organic Coffee, certification etc
c. Phytosanitary issues

III: Consumption
a. Home
b. Specialty
c. Commercial

IV: Other issues:
a. Health
b. Importance of Robusta
c. Gender equality

Special Focus : Outlook of Asian Coffee – Strategic Overview on Production & Consumption
What are the Sustainable Development Goals?

The Sustainable Development Goals (SDGs) of United Nations also known as the Global Goals, are a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity.

These 17 Goals build on the successes of the Millennium Development Goals, while including new areas such as climate change, economic inequality, innovation, sustainable consumption, peace and justice, among other priorities. The goals are interconnected – often the key to success on one will involve tackling issues more commonly associated with another.
Key Focus- Conference

Disaster Management

- SURGE IN CLIMATE CHANGE-RELATED DISASTERS
- DIRECTING MORE INVESTMENTS TOWARDS RESILIENT AND SUSTAINABLE HORTICULTURE (COFFEE PLANTATIONS)
- INTERNATIONAL PERSPECTIVE ON CLIMATE CHANGE ADAPTATION AND FLOOD RISK
- GREEN INFRASTRUCTURE, FOREST RESTORATION & FLOOD PROTECTION
- VISIONS FOR A FLOOD RESILIENT INDIA BY 2030
- IS THE FLOOD PROTECTION INDUSTRY AND GOVERNMENTS HEADING IN THE RIGHT DIRECTION?
- CENTRAL AND STATE GOVERNMENT MECHANISM
- WATER CONSERVATIONS & USE IN PRODUCTION & PROCESSING
Disaster Management

- Preparing for disasters
- Responding to disasters
- Recovering from disasters
- Reducing risk of disasters
- Reducing risk of disasters
Special Focus

Conduct One Day Workshops Dedicated to Small Growers only

Workshops comprise of:

• Micro Marketing for Small Growers Production through the use of Emerging Technologies
• Guidance from Experts
• Live Demonstrations
• Success Stories
• Case Studies
WCC Infrastructure
## WCC Infrastructure Requirements

<table>
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<tr>
<th>SL NO</th>
<th>Particulars</th>
<th>Capacity</th>
<th>Quantity</th>
<th>Conference</th>
<th>Theater</th>
<th>Cluster</th>
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Marketing & Promotion
• Website
• SEO
• Social Media
• Mailers
• Event App
URL- www.wcc2020.com

- Web site – www.wcc2020.com is blocked and the basic contents will include:
  - Event description
  - Date
  - Venue details
  - Conference Details
  - Speakers Info
  - Exhibitor/Delegate/Sponsors Tariff
  - Registration Page
  - Logistics Arrangement
  - Program, Speakers & Abstracts
  - Travel, Coffee Trail, Tourism and Hospitality
Marketing & Promotions

**ATL**
Above The Line
- Radio, TV
- Newspapers
- Magazines

**TTL**
Through The Line
- Web marketing
- Social Media
- Fairs & Events

**BTL**
Below The Line
- Press & Public Relations
- Direct Marketing
- Emailing, Couponing, etc.
ASIA - TOURISM

Vietnam

Korea

Srilanka

Indonesia
ASIA-TOURISM

Singapore

Bali

Thailand

Nepal

Japan

China
India Tourism - ITDC

- Daily Local Tours
- Tours for Accompanying
- Pre Conference Tours
- Post Conference Tours
Karnataka Tourism - KSTDC

• Local Tours organized by Karnataka State Tourism Department
• National Tours organized by Government of India Tourism Department
• Facilitate visits to Explore Asia

Golden Chariot

Mysore Palace

Belur-Halebeedu

Stone Chariot - Hampi
World Coffee Conference 2020 in Numbers

- 85 COUNTRIES
- 500 ORGANIZATIONS
- 1500 DELEGATES
- 100 EXHIBITORS
- 10000 EXHIBITION VISITORS
Methodology
Committee – WCC 2020

- Ministry of Commerce and Industry, Government of India
- International Coffee Organisation
- Coffee Board of India
- India Coffee Trust
Committee – WCC 2020

1. Chairman – WCC Steering Committee, Sponsorship & Fund Committee  
   Mr. Anil Kumar Bhandari

2. Chairperson - Skill Building Workshops Committee  
   Mrs. Sunalini Menon

3. Chairman - Conference & Seminar  
   Mr. Ramesh Rajah

4. Chairman - Finance  
   Mr. Ashok Kurian
5. Chairman - Hospitality, Transportation & Social Events
   Mr. Shaji Philip

6. Chairman - Quiz & Competition
   Mr. Ranbir Man Singh

7. Chairman - Infrastructure and Exhibition
   Mr. C P Chandan

8. Chairman - Small Growers Symposium
   Mr. M B Bopanna
## WCC 2020 Activities / Milestones 2020

<table>
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<tr>
<th>Date Range</th>
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<tr>
<td>Sep 2018</td>
<td>ICO Meetings</td>
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<tr>
<td>Oct 2018- Dec 2018</td>
<td>ICT meeting/Steering committee meeting, Venue booking, structure of the event, Initial communication to center &amp; state agencies budgeting, meeting with corporate trustees</td>
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<tr>
<td>Jan 2019- Feb 2019</td>
<td>Identification of speakers, global agencies, database</td>
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<td>Mar 2019-2019</td>
<td>Final presentation to ICO</td>
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<tr>
<td>Apr 2019- June 2019</td>
<td>Launch of website, first announcement of WCC, media partners, association partners, permission letters to nodal ministers</td>
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<td>Jul 2019</td>
<td>Launch of WCC 2020</td>
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<tr>
<td>Aug 2019 to Dec 2019</td>
<td>Marketing activities, Speaker invites, one to one meeting with Key Sponsors and Exhibitors</td>
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<tr>
<td>Sep 2019</td>
<td>ICO Meeting</td>
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<td></td>
<td>ICT meeting/Steering committee meeting</td>
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## WCC 2020 Activities / Milestones 2020

<table>
<thead>
<tr>
<th>Period</th>
<th>Activities</th>
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<tbody>
<tr>
<td>Jan to Mar 2020</td>
<td>Locking of Speaker's, final program announcement, Buyer seller meeting, Schedule Starts</td>
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<td>ICT meeting/Steering committee meeting</td>
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<tr>
<td>April to Jun 2020</td>
<td>Closing of sales, Final Program</td>
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<td>ICT meeting/Steering committee meeting</td>
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<tr>
<td>April to June 2020</td>
<td>Vendor Finalization, Venue Reece, Review of final preparations, weekly monitoring, monthly Steering committee meeting, Conduct of the event</td>
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<tr>
<td></td>
<td>ICT meeting/Steering committee meeting</td>
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<tr>
<td>Oct to Dec 2020</td>
<td>Closing of event with report Acknowledgment, Finance, Audit reports and next steps</td>
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<tr>
<td>Position</td>
<td>Name</td>
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<tr>
<td>----------------------------------------------</td>
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<tr>
<td>President/Prime Minister</td>
<td>Government of India</td>
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<tr>
<td>Chief Minister</td>
<td>Government of Karnataka</td>
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<tr>
<td>Secretary</td>
<td>Ministry of Commerce &amp; Industry</td>
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<tr>
<td>Executive Director</td>
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<td>Head of the Country Partner</td>
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<td>Union Minister of Commerce &amp; Industries, Govt. of India</td>
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<tr>
<td>Minister of Tourism</td>
<td>Government of Karnataka</td>
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<tr>
<td>Chairman/Secretary</td>
<td>Coffee Board of India</td>
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WELCOME ALL TO BENGALURU, KARNATAKA, INDIA

Namasthe