Background

A copy of the presentation made to the 107th Session of the Council by Mr Robério Oliveira Silva of Brazil, is attached.

Action

The Council is requested to take note of this document.
Robério Oliveira Silva
A STRONG AND EFFECTIVE ICO

ICO as main focus and authority in all matters related to coffee

Leadership

Relationship with other International Organisations

Membership Expansion

Technical Cooperation Projects
SUSTAINABILITY

Economic

Environmental

Social
CERTIFICATION

Encourage broader certification

Cost effective for the farmers

Help the farmers to achieve sustainability

Help the industry to better communicate
ICO BUDGET 2011-2012: £ 3,215,000

- Personnel: 60%
- Rental expenses: 22%
- Other: 18%
SEEKING FINANCIAL HEALTH

Lasting solution for reducing expenditure on lease

Review of the Human Resources Policy

Zero Paper Policy

Supplementing the income: information material for sale (e.g. e-Coffee Yearbook)
STRUCTURAL REFORMS

Seminars between Coffee Sessions

More dynamic decision making process

Create greater interest in promoting coffee consumption

Cost reduction
THE FUTURE

Promotion of Coffee Consumption

Consultative Forum on Finance

Capacity building

Private Sector Engagement
CANDIDATE’S CREDENTIALS

Brazilian Coffee Exporters
Secretary-General

Association of Coffee Producing Countries
Secretary-General

Ministry of Development, Industry and Foreign Trade
Secretary for Commodities

Brazilian Foreign Trade Board
Executive Secretary

Executive of Brazilian Private Companies with a Global Reach

Ministry of Agriculture, Livestock and Food Supply
Director of the Coffee Department
Thank you!