PRESS RELEASE

World Coffee Conference 2010
Guatemala City, Guatemala
(26 – 28 February 2010)

On behalf of the Chairman of the World Coffee Conference 2010, President Álvaro Colom of Guatemala, the Executive Director of the International Coffee Organization (ICO), Néstor Osorio, is pleased to announce that the World Coffee Conference 2010 will take place at the Westin Camino Real Hotel in Guatemala City, Guatemala, from 26 to 28 February 2010. The Conference is being hosted by the Guatemalan National Coffee Association (Anacafé).

Coffee is of exceptional importance to the livelihoods of millions of people, particularly in developing countries, and the objective of the 2010 Conference is to bring together high-level stakeholders to analyse and discuss ways of ensuring a sustainable future for the world coffee economy. The theme of the Conference is: ‘Coffee for the future: Towards a sustainable coffee sector’, with four main Sessions:

- Session 1: Economic sustainability: the economics of production
- Session 2: Economic sustainability: the economics of demand
- Session 3: Environmental sustainability
- Session 4: Social sustainability

Sub-sessions will deal with topics such as changes and trends in world production and world consumption, production costs and constraints, development of markets for differentiated coffee, outlook for supply and demand, women and coffee and the Millennium Development Goals and support for producers.

There will be an opening ceremony on the afternoon of Friday 26 February, with the President of Guatemala, H.E. Mr Álvaro Colom, Heads of State and Ministers from ICO Member countries and high-level representatives of multilateral donor organizations including Supachai Panitchpakdi, Secretary-General of UNCTAD; H.E. Mr Ali Mchumo, Managing Director of the Common Fund for Commodities; Christian Rasch, Chairman of the 2010 World Coffee Conference Organizing Committee; Ricardo Villanueva, Chairman of the Board of the Guatemalan National Coffee Association; and Néstor Osorio, Executive Director of the ICO. Around 30 speakers from 17 countries have confirmed their participation including:

- H.E. Mr Álvaro Colom, President of Guatemala, Chairman, World Coffee Conference, Guatemala
- Eduardo Assad, EMBRAPA, Brazil
- Peter Baker, Project Development Coordinator, CABI Bioscience, UK
Néstor Osorio, ICO Executive Director, stressed the importance of the Conference as an opportunity for a detailed analysis of the state of the world coffee economy and to discuss with the most important experts in the field the challenges for the development and continuing growth of the coffee sector.

Further information about the Conference can be found on the website: www.wcc2010guatemala.com.

About the ICO: The International Coffee Organization is an intergovernmental organization created under the auspices of the United Nations to serve the international coffee community. Established in 1963, the ICO is unique in bringing 77 producing and consuming countries together to exchange views and address coffee policy issues. In the last four calendar years, the value of world coffee exports averaged over US$12 billion. The ICO provides the following services: up-to-date information and statistics; innovative projects to benefit the world coffee economy; coffee market reports and economic studies; and promotion of coffee consumption in emerging markets.

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