



**2010 WORLD COFFEE Conference Guatemala**



INTERNATIONAL COFFEE ORGANIZATION  
ORGANIZACIÓN INTERNACIONAL DEL CAFÉ  
ORGANIZAÇÃO INTERNACIONAL DO CAFÉ  
ORGANISATION INTERNATIONALE DU CAFÉ



**Inacafé®**  
GUATEMALAN NATIONAL COFFEE ASSOCIATION

**Christian Rasch**  
Chairman  
Guatemalan National Coffee Association

## Media Presence

**SEPTEMBER 2009**

- Tea & Coffee
- Tea & Coffee Asia: Quarter Aug/Sept/Oct
- Café Europa
- Coffee & Cocoa International
- Coffee Talk Magazine
- Coffee Network: Banner on website

**OCTOBER 2009**

- Coffee Network: Banner on website

**NOVEMBER 2009**

- Tea & Coffee
- Tea & Coffee Asia: Quarter Nov/Dec/Jan
- Coffee & Cocoa International
- Coffee Network: Banner on website



Save the dates!  
**26 to 28**  
**February 2010**  
Guatemala City

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**Inacafé®**

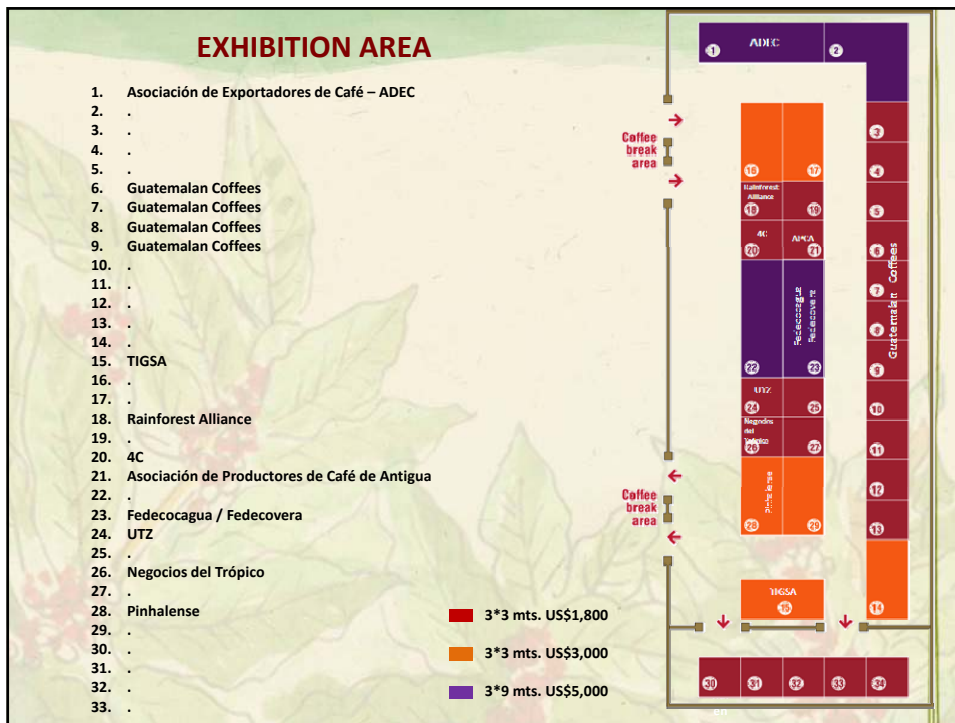
**Coffee for the future**  
Towards a **sustainable coffee sector**

- New challenges and prospects for the economic sustainability of the world coffee sector
- The impact of the global financial crisis on supply and demand
- Climate change and the environmental sustainability of coffee
- Social sustainability and the role of women and youth in coffee

Conferences • Exhibitions • Tours

Registra el momento en [www.wcc2010guatemala.com](http://www.wcc2010guatemala.com)

**Tea & Coffee**  
September 2009



## Sponsorship Opportunities

<b>PLATINUM</b>	
Hencorp Coffee / Coffee Network	<b>US\$20,000</b>
<b>GOLD</b>	
	<b>US\$15,000</b>
<b>SILVER</b>	
UTZ Certified	<b>US\$10,000</b>
Rainforest Alliance	
BUNN	

## Special Events

**Friday, February 26, 2010 - Inauguration Ceremony**

**Friday, February 26, 2010 - Welcome Cocktail**  
**Palacio Nacional de la Cultura**  
**Hosted by: Mr. Alvaro Colom,**  
**President of the Republic of Guatemala**

**Saturday, February 27, 2010 - Gala Evening: A celebration of Anacafé's 50 years**  
**Anacafé's Headquarters (Calle del Café)**

## Speakers / Moderators Confirmed

<b>Mr. G.V. Krishna Rau, IAS</b> Coffee Board of India	<b>Mr. Manoel Vicente Fernandez</b> Brazilian Agriculture Ministry
<b>H.E. Mr. Alis Said Mchumo</b> Common Fund for Commodities	<b>Dr. Peter Baker</b> CABI Commodities
<b>H.E. Mrs. Josefa Leonel Correia</b> InterAfrican Coffee Organization	<b>Dr. Néstor Osorio</b> International Coffee Organization
<b>Mr. Ric Rhinehart</b> Specialty Coffee Association of America	<b>Mr. David Browning</b> Technoserve
<b>Mr. Christian Rasch</b> Guatemalan National Coffee Association	<b>Mr. Max Quirin</b> Guatemalan National Coffee Association
<b>Mr. Eduardo Assad</b> EMBRAPA	<b>Mr. Michael Wheeler</b> Papua New Guinea Coffee Industry
<b>Mr. Carlos Brando</b> P&A International Market	<b>Mr. Daniele Giovanucci</b> Consultant
<b>Mr. Alexander Malchik</b> Organization of Russian Coffee Manufacturers / Montana Coffee	<b>Dr. Dnag Kim Son</b> IPSARD
<b>Mr. Frank van Oers</b> Sara Lee International	<b>Mr. Owusu Baah Kwasu</b> InterAfrican Coffee Organization
<b>Mr. Deodoro Roca</b> FAO	

2,400 Rooms reserved



Hotel Barceló  
Ciudad de Guatemala



## Dr. Nestor Osorio, Executive Director, OIC

Visit to Guatemala  
August 28-31, 2009

- Meeting with Guatemalan President, Ing. Álvaro Colom.
- Meeting with Guatemalan Foreign Secretary, Mr. Haroldo Rodas.
- Meeting with Anacafé's Coordinating Committee.
- Interviews with Guatevisión, El Periódico and Café Cultura Magazine.
- Site visits: Palacio Nacional de la Cultura y Westin Camino Real Hotel.



Dr. Néstor Osorio, Executive Director, ICO  
Ing. Alvaro Colom, Guatemalan President  
Lic. Ricardo Villanueva, Vicepresident, Anacafé



Dr. Néstor Osorio, Executive Director, ICO  
Mr. Haroldo Rodas, Foreign Secretary  
Mr. William H. Hempstead,  
Board of Directors, Anacafé



Thank you!

[www.wcc2010guatemala.com](http://www.wcc2010guatemala.com)

[www.guatemalancoffees.com](http://www.guatemalancoffees.com)