Christian Rasch
Chairman
Guatemalan National Coffee Association

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

Media Presence
EXHIBITION AREA

1. Asociación de Exportadores de Café – ADEC
2. .
3. .
4. .
5. .
6. Guatemalan Coffees
7. Guatemalan Coffees
8. Guatemalan Coffees
9. Guatemalan Coffees
10. .
11. .
12. .
13. .
14. .
15. TIGSA
16. .
17. .
18. Rainforest Alliance
19. .
20. 4C
21. Asociación de Productores de Café de Antigua
22. .
23. Fedecocagua / Fedecovera
24. UTZ
25. .
26. Negocios del Trópico
27. .
28. Pinhalense
29. .
30. .
31. .
32. .
33. .

3*3 mts. US$1,800
3*9 mts. US$3,000
3*9 mts. US$5,000

Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Level</th>
<th>Sponsor</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>PLATINUM</td>
<td>Hencorp Coffee / Coffee Network</td>
<td>US$20,000</td>
</tr>
<tr>
<td>GOLD</td>
<td></td>
<td>US$15,000</td>
</tr>
<tr>
<td>SILVER</td>
<td>UTZ Certified</td>
<td>US$10,000</td>
</tr>
<tr>
<td></td>
<td>Rainforest Alliance</td>
<td></td>
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<tr>
<td></td>
<td>BUNN</td>
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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

| Mr. G.V. Krishna Rau, IAS | Mr. Manuel Vicente Fernandez |
| Coffee Board of India | Brazilian Agriculture Ministry |
| H.E. Mr. Ali Salih Michumo | Dr. Peter Baker |
| Common Fund for Commodities | CABI Commodities |
| H.E. Mrs. Josefa Leonel Correia | Dr. Neistor Osorio |
| Inter-African Coffee Organization | International Coffee Organization |
| Mr. Ric Rhinehart | Mr. David Browning |
| Specialty Coffee Association of America | TechnoServe |
| Mr. Christian Roach | Mr. Max Quirín |
| Guatemalan National Coffee Association | Guatemalan National Coffee Association |
| Mr. Eduardo Assad | Mr. Michael Wheeler |
| ENEBAPA | Papua New Guinea Coffee Industry |
| Mr. Carlos Brando | Mr. Daniel Giovonucci |
| P&A International Market | Consultant |
| Mr. Alexander Malchık | Dr. Doug Kim Son |
| Speciality Coffee Association of America | IPSARD |
| Mr. Frank van Dors | Mr. Oronsu Bas Kiemu |
| Sara Lus International | Inter-African Coffee Organization |
| Mr. Deodoro Roca | FIO |
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.
Thank you!

www.wcc2010guatemala.com
www.guatemalan coffees.com