



**INTERNATIONAL  
COFFEE  
ORGANIZATION**

**WP** Council 258/15

28 September 2015  
English only

**E**

International Coffee Council  
115<sup>th</sup> Session  
28 September – 2 October 2015  
Milan, Italy

**Preparations for the  
4<sup>th</sup> World Coffee Conference  
(Ethiopia 2016)**

### **Background**

1. This document contains an update on preparations for the 4<sup>th</sup> World Coffee Conference which will be held from 6 to 8 March 2016 in Ethiopia.
2. Members and PSCB associations are invited to inform representatives of the coffee sector in their countries about the date of the Conference to ensure wide representation by Members and the private sector at this event.

### **Action**

The Council is requested to note this document.



# 4<sup>TH</sup> WORLD COFFEE CONFERENCE AND EXHIBITION, MARCH 6- 11

## ADDIS ABABA, ETHIOPIA

Progress update, 28/09/2015

# Introduction



- Ethiopia is thrilled to be hosting the 4<sup>th</sup> World Coffee Conference, and is planning a world-class industry-wide event in March 2016.
- This presentation includes an overview of the arrangements that are in progress and tasks that need to be finalized ASAP.
- Facts from 2010 Guatemalan conference are included to give insight while making decisions.

# Proposed Theme



## ☐ **‘Coffee Culture, Consumption & Diversity’**

☐ Logo



# 2016 Planned Event Schedule



<b>Day 1- March 6,2016</b>	<b>Registration &amp; Welcoming reception</b>
<b>Day 2- March 7, 2016</b>	
<b>Morning</b>	Opening Ceremony
<b>Afternoon</b>	Panel 1: International Coffee Consumer market trends
	Panel 2: Climate change & Coffee
	Panel 3: Sustainable & Traceable Coffee
<b>Day 3- March 8, 2016</b>	
<b>Morning</b>	Panel 4: Coffee science & new technology
	Panel 5: Coffee research, productivity & Quality
	Panel 6: Cupping profiles, blends & roasting
<b>Afternoon</b>	Panel 7: Coffee Culture & Diversity
	Panel 8: Coffee pricing, macroeconomics & volatility
	Closing
<b>9-11 March 2016</b>	Council meeting
<b>9-10 March 2016</b>	Optional site visits for non-council members
<b>12 March 2016</b>	Optional site visits for council members

# Venue

- UNECA has been selected as a main conference venue & exposition center
- MoT sent out official letter to UNECA for reservation
- Registration & welcoming reception will be held at Sheraton Addis



# Registration

- A total of 1 200 guests(local & international) are expected to attend the conference
- Facts from 2010 Guatemalan conference is presented below for comparison
- Proposed registration fees: \$450 for international, \$200 for local & African delegates & \$100 for smallholder farmers registration

<b>Payment Category</b>	<b>Fee</b>
<b>International</b>	<b>\$450.00</b>
<b>Central American registrations (regional)</b>	<b>\$350.00</b>
<b>Local registrations</b>	<b>\$150.00</b>
<b>Special registrations</b>	<b>\$250.00</b>
<b>Companion registrations</b>	<b>\$100.00</b>
<b>Visitors to exhibition area</b>	<b>\$20.00</b>

<b>Type of Payment</b>	<b>#</b>	<b>%</b>
<b>Courtesy (free of charge)</b>	531	35
<b>Credit card</b>	523	34
<b>Cash at the venue</b>	420	28
<b>Wire transfer</b>	34	2
<b>Bank deposit</b>	9	1
<b>Total</b>	<b>1517</b>	<b>100</b>

# Exposition Fee

- During the conference days, exposition is planned as there was in the previous events
- In 2010 event, 40 spots were prepared & sold out
- This time, we proposes to have 100 same size spots for \$2,000 price each. Interested exhibitors can have more than one spot with 15% discount
- 2 or 3 large tents that measures 20m wide by 50m long will be prepared for the exhibition
- Tents are waterproof, air-conditioned, have flooring with carpet



# Sponsorship package

- Sponsorship package is proposed to supplement the assigned budget. The below recommendation is based on the 3<sup>rd</sup> conference held in Guatemala in 2010
  - **Platinum- USD20,000**
  - **Gold - USD15,000**
  - **Silver- USD10,000**
  - Special sponsorships for Pens, Note pads, Uniforms, Conference bags etc

# Web site development

- Draft web page developed with proposed domain name, [www.wcc2016ethiopia.com](http://www.wcc2016ethiopia.com) Basic contents include:
  - **Event description**
  - **Date**
  - **Registration page**
  - **Sponsors list**
  - **Logistics arrangement**
  - **Program, speakers & bio list**
  - The site will be up immediately within a week. Speakers & program content will be added once they are identified.

REGISTER PROGRAM SPEAKERS LOGISTICS SPONSOR OUR COFFEE KEY CONTACTS CONTACT

**ETHIOPIA**  
Origin and Diversity  
World Coffee Conference  
2016

2 7

weeks

0 3

days

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hours

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minutes

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seconds

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March 3-5, 2016

United Nations Conference Centre, Addis Ababa



**ETHIOPIA**



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## LOGISTICS

### Location

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### Visas

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### Accommodation

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REGISTER

Name

Email

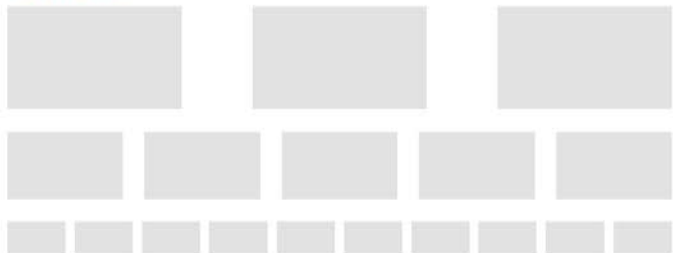
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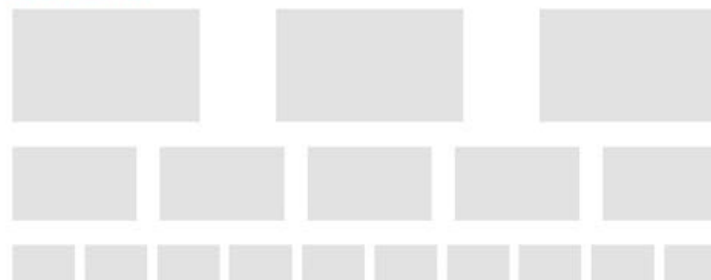
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### SPONSORS



### SPONSORS



# Accommodations

- Addis Ababa offers a rich variety of accommodation options, ranging from international chains to modestly-priced local hotels
- Once Hotels are selected with negotiated price, their info will be released on the event official site
  - ▣ **International Chains:** Sheraton (\$330), Radisson Blu (\$220), Hilton (\$190),
  - ▣ **Moderate Local Hotels:** Elililly (\$210), Jupiter (\$140), Capital (\$140), Saro-Maria (\$130), Harmony (\$130)
  - ▣ **Budget-Conscious Local Hotels:** Churchill (\$100), Caravan (\$80), Ag Palace (\$60),



# Field Visits: Coffee Routes

- In order to allow the esteemed delegates to learn about Ethiopian coffee and culture, the conference organizers will arrange field visits



- **Option 1: Sidama Coffee Tour (1-2 days; 20 people)**
  - Charter flight to Hawassa
  - ECX Hawassa, Yirgalem Washing Station
- **Option 2: Jimma Coffee Tour (1-2 days; 25-40 people)**
  - Ethiopian Air flights, with block booking
  - ECX Jimma, Agaro Washing Station, Jimma Research Center

# Field Visits: Historic Sites

- **Option 3: Gondar, Axum or Lalibela Historic Sites (2 days; 20-40 people)**

- Ethiopian Air flights, with block booking
- Rock-hewn churches of Lalibela
- Castles of Gondar
- Axum obelisks



# Next steps

- ❑ Finalization of website and email blast remains to be completed
- ❑ Final nomination of event organizer from short list remains
- ❑ Open registration
- ❑ Hotel selection completed – final price negotiation under way
- ❑ Program Outline Draft – detailed program and speakers to be finalized soon
- ❑ Minister of Trade confirmed as Chairman