



**INTERNATIONAL  
COFFEE  
ORGANIZATION**

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**Invitation to the 2<sup>nd</sup> CEO and Global Leaders  
Forum of the coffee sector to be held on  
9 September 2020**

1. The Executive Director presents his compliments and wishes to invite ICO Members and members of the Private Sector Consultative Board to the 2<sup>nd</sup> CEO and Global Leaders Forum of the Coffee Sector to be held virtually on 9 September 2020. Further information is contained in the attached letter of invitation.
2. ICO Members who have sent their credentials will be automatically registered to participate at this meeting. A confirmation email with a link to access the meeting will be sent only to those Members who have sent their credentials.



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**JOSÉ SETTE**  
Executive Director

14 August 2020

Dear ICO Member,

**Invitation to the 2<sup>nd</sup> CEO and Global Leaders Forum of the coffee sector/  
Restricted Meeting of CEOs, coffee stakeholder and partners (online)  
9 September 2020 15:00 -16:30 BST**

A year has passed since the 1<sup>st</sup> CEO & Global Leader Forum (CGLF) held in London during the 125<sup>th</sup> Session of the International Coffee Council where the historic *London Declaration on price levels, price volatility and the long-term sustainability of the coffee sector (LD)* was presented. The Declaration, which has to date attracted over 20 signatory and supporting organizations, sets out the commitment to jointly identify and implement solutions in a spirit of shared responsibility, thereby contributing to the 2030 Agenda for Sustainable Development of the United Nations.

The 125<sup>th</sup> Session of the International Coffee Council, with decision ICC-125-10, requested the ICO Secretariat to facilitate the establishment of a **Coffee Public-Private Task Force (CPPTF)** of which you form part as sherpa and whose first meeting was recently held on 30 June 2020.

The current covid-19 pandemic, which adds an additional shock on both the global economy and the coffee sector as a whole and specifically on smallholder farmers already struggling for their livelihood, places even more emphasis on the potential role of the Task Force to find a joint and shared solution between public and the private sectors while also engaging all coffee stakeholders, development partners and civil society.

As indicated in the LD and expressed in ICC Decision ICC-125-10, the ICO was requested to organize the 2<sup>nd</sup> CEO and Global Leaders Forum during the World Coffee Conference (WCC) and the International Coffee Council in Bangalore, India. Due to the covid-19 pandemic, the WCC has been postponed and the Council Session will be held online. Therefore, we plan to hold the 2<sup>nd</sup> CEO and Global Leaders Forum on 9 September 2020, but online from 15:00 - 16:30 British Summer Time. We understand the challenges of timing for those located in different time zones, but we tried to find a reasonable compromise and sincerely hope that we can start to meet physically again soon.

Based on the 1<sup>st</sup> CGLF we suggest the following agenda:

**15:00 – 16:30 Restricted online meeting of coffee stakeholders and partners**

Audience: Co-signatories of the London Declaration with the Regional representatives of ICO membership (Africa, Asia and the Pacific, Mexico, Central America and Caribbean, South America and importing countries), CPPTF observers, ICO Member countries, Private Sector Consultative Board and representatives of international organizations and financial institutions will be invited to attend.

- Welcome by the ICO Executive Director
- Exchange views on the progress achieved towards a sustainable, inclusive, and resilient coffee sector and what is needed, especially in light of the covid crisis.

Panel discussion (to be confirmed): Discuss the role of the International Financial Institutions in addressing the challenges and opportunities for the coffee sector.

I do understand well the limitations of holding the CGLF online, nevertheless it will still represent the opportunity to meet, even if virtually, among coffee leaders, and to demonstrate your commitment towards a prosperous future for all coffee stakeholders and in particular that of the weakest link, i.e. millions of smallholder coffee farmers aggravated by the covid-19 pandemic, as well as all actors in the coffee value chain.

As an ICO Member, in case you are a delegate and have sent your Credentials for the 127<sup>th</sup> Session of the ICC you will automatically be registered for the CEO and Global Leaders Forum, there is no need to register directly. Otherwise please use this registration form ([link](#)) and you will receive a confirmation email with a link to access the meeting. In case you are not familiar with the Zoom online platform here is a guidance ([link](#)) providing details on how to connect and participate.

Kindly confirm your assistance to Mr Wolfgang Weinmann, newly appointed Coordinator CPPTF, at [weinmann@ico.org](mailto:weinmann@ico.org). He will share further information and details regarding the meeting. In terms of communication and press coverage, please contact Rena Gashumba, ICO Secretariat and Communication Officer at [gashumba@ico.org](mailto:gashumba@ico.org).

The challenges we face are gigantic and complex but coming together in a true spirit of shared responsibility can ensure effective, collective and coordinated action. It is in this spirit that I seek your support and hope you will accept this invitation to participate in the 2<sup>nd</sup> CEO and Global Leaders Forum.

Best regards,



José Sette