Welcome
5th World Coffee Conference & Expo 2020
WCC 2020 – Event Identity
Bangalore Palace – Floor Plan
The Mascot for WCC 2020

Every major International event is represented by a Mascot that captures the ethos of the host country and becomes a brand ambassador to promote various features of the event globally.

Coffee Guru will be the Mascot.
Introducing Coffee Guru - The Mascot for WCC 2020
Coffee Guru Avatars

[Image of three cartoon coffee beans in different activities: picking coffee beans, drinking coffee, and making coffee.]
Coffee Guru Avatars
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Coffee Guru Avatars
WCC 2020: 07\textsuperscript{th} - 09\textsuperscript{th} Sept (Mon/Tues/Wed)

ICC Meetings: 10\textsuperscript{th} - 12\textsuperscript{th} Sept (Thurs/Fri/Sat)
5th WCC 2020 Event Spectrum

- World Coffee Conference
- World Coffee Exhibition
- Skill Building Workshops
- B2B Meetings
- Competitions & Awards
- Buyer Seller Meet
- CEO Conclave
- Golf Championship
- Networking Evenings
SUSTAINABILITY THROUGH CONSUMPTION
Emerging Trends in Global Coffee business

1. Strategies and Solutions to overcome sustained price crisis.
2. Key drivers for increasing coffee consumption in Asia
3. The growing importance of Robusta- Impact on global blends
4. Coffee and Sustainability in Asia
5. Specialty and Third Wave coffee
6. Coffee & Health: Strategies to communicate benefits to consumers

Production
a. Climate change & Production
b. R&D and new findings

Quality
a. Processing
b. Organic Coffee, certification etc
c. Phytosanitary issues

Technology
a. Innovations from Farm to Cup
b. New Technologies connecting Farmer to Roaster and Consumer
c. New Technologies impacting SDGs
Global CEOs’ Conclave

• CEOs of global roasting and trading companies will be invited to meet at WCC 2020 in Bangalore to discuss initiatives and possible strategies to overcome the extreme stress that twenty five million coffee growers of the world are undergoing.

• ICT will try and spotlight various solutions to these problems so that the conclave will end with positive solutions involving all the major stake holders in the global coffee community.
The Sustainable Development Goals (SDGs) are a set of 17 global goals established by the United Nations. Each goal is designed to be achieved by 2030 and focuses on promoting peace, prosperity, and sustainable development. The SDGs address a range of issues, from ending poverty and hunger to ensuring access to clean water and sanitation, promoting sustainable cities and communities, and facilitating peace and justice.

1. No Poverty
2. Zero Hunger
3. Good Health and Well-being
4. Quality Education
5. Gender Equality
6. Clean Water and Sanitation
7. Affordable and Clean Energy
8. Decent Work and Economic Growth
9. Industry, Innovation, and Infrastructure
10. Reduced Inequalities
11. Sustainable Cities and Communities
12. Responsible Consumption and Production
13. Climate Action
14. Life Below Water
15. Life on Land
16. Peace, Justice, and Strong Institutions
17. Partnerships for the Goals
## Tariff – 5th World Coffee Conference 2020

**REGISTER NOW!**

### EARLY BIRD OFFER

<table>
<thead>
<tr>
<th>Participation</th>
<th>Standard Rate (In USD)</th>
<th>Early Bird Offer (In USD)</th>
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<tbody>
<tr>
<td>International Delegate</td>
<td>550</td>
<td>450</td>
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<tr>
<td>Companion</td>
<td>250</td>
<td>250</td>
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Skill Building Workshops

Experts from across the world will conduct workshops.

- Roasting and Grinding of coffee
- Brewing techniques of coffee
- Cooking with coffee
- Coffee & fascinating world of Art
- How to start coffee business
## Tariff-Skill Building Workshops

**EARLY BIRD OFFER**

REGISTER NOW!

<table>
<thead>
<tr>
<th>Participation</th>
<th>Standard Rate (In USD)</th>
<th>Early Bird Offer (In USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workshop Delegate</td>
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<td>50</td>
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</table>
World Coffee Expo

• Showcase of entire Coffee Value Chain from across the world that includes Best of coffees from across the globe, Coffee Processors, Leading Coffee Corporate, Government Agencies, Equipment makers from farm to cup, Start Ups and Coffee allied segments.

• Exhibitors to meet about 2000 WCC registered delegates and 10,000 business visitors from across 80 Coffee producing & buying nations, exporters, importers, Leading Coffee Associations, global coffee experts, Roaster, HORECA.

• Connect with millions of coffee enthusiasts through print, electronic and social media engaged with World Coffee Conference and Expo.
World Coffee Expo : Focus

- Coffee Producers & Exporters
- Coffee Brands & Café Chains
- Coffee Machines – Home, Office, Cafés
- Coffee Equipment & Accessories
- Coffee Farm Equipment
- Roasters & Curers
- Flavours & Essences
World Coffee Expo : Focus

- Innovation and Sustainable Technologies
- Coffee Tourism
- Coffee Start-Ups
- Allied Products & Industry
- Coffee Related Processed Foods
- IT Solutions for Coffee Sector (Farm to Cup)
- Research & Agro Technology
Special Focused Pavilions

Sponsors Pavilion
Asia Pavilion
Africa Pavilion
Latin America Pavilion
Coffees of India
Coffee Brewing Centre;
Roasters, Grinders & Brewing equipment
Reginal Pavilions – Asia, Africa, Latin America

• Allows Regions and Countries to showcase best of their coffees and coffee related equipment as well as their achievements & commitments

• **Country Pavilion** provides a unique and global stage to engage with the host country and international audience for potential trade & partnerships for shared knowledge and progress.

• These pavilions will be at special designated and prominent locations at WCC Expo for easy access and engagement.

• The organizers will bring extra visibility to these pavilions through print, electronic and digital media as well as invitation to all the stake holders.
5th WCC 2020 – Floor Plan

**NOTE: The floor plan is subject to change at the discretion of the organisers.**
Octanorm Shell Scheme Booth Specifications:

- 3 m x 3 m aluminium structure with H 2.5 m
- White infill wall panels
- Track spot lights (3 nos.)
- Power socket (1 no.)
- A table (1 no.)
- Chairs (2 nos.)
- Waste basket (1 no.)
- Fascia name vinyl cut on white board
<table>
<thead>
<tr>
<th>Participation</th>
<th>Shell Space (In USD)</th>
<th>Raw space (In USD)</th>
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<tbody>
<tr>
<td>Exhibition</td>
<td>250 Per Sq. Mtr</td>
<td>300 Per Sq. Mtr</td>
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**NOW!**

Book Your Space
Country Delegation @ WCC 2020

Invitation will be extended to each member Country to participate in the Conference and Exhibition @ WCC 2020 to showcase their achievements & commitments.
Supporting Associations

• Associacao Brasileira da Industria de Café (ABIC)
• Vietnam Coffee and Cocoa Association (VICOFA)
• Colombia - Federacion Nacional de cageteros de Colombia
• Association of Indonesian Coffee Exporters
• Instituto Hondureno del Café
• Uganda Coffee Development Authority
• Associacion Mexicana de Cafes Y Cafeterias de Especialidad A.C.
• Consejo Mexicano del Café
• Assoicacion Nacional del Café (Anacafe)
<table>
<thead>
<tr>
<th>Sponsorship Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Principal Event Sponsor</td>
</tr>
<tr>
<td>Platinum Sponsor</td>
</tr>
<tr>
<td>Gold Sponsor</td>
</tr>
<tr>
<td>Silver Sponsor</td>
</tr>
<tr>
<td>Host -Conference</td>
</tr>
<tr>
<td>Event Co-Sponsor</td>
</tr>
<tr>
<td>Awards Function</td>
</tr>
<tr>
<td>Country / State Partner</td>
</tr>
<tr>
<td>Delegate Kit Sponsor</td>
</tr>
<tr>
<td>Co-Host -Conference</td>
</tr>
</tbody>
</table>
Key Advantages as Sponsor

• The only platform for coffee community for B2B & B2C interactions with the 78 Member countries participating at WCC 2020
• Interaction with the 1500 plus International delegation across the globe
• One to One Closed door meetings with the Govt. Bodies, Association & Industry
• Entice new consumers and Business collaborations
• Continual brand awareness with global presence at WCC
• Privilege and prominent sponsored showcase pavilion for Sponsors at WCC
How to Participate

WCC 2020 has various ways to ensure your participation as:

- Sponsor
- Exhibitor
- Delegate
- Workshop Attendee
- Business Visitor
- Explorer enlisted on the Field Visits
Seamless Registration Management

For Delegate, Speaker, Sponsor, Exhibitor & Visitor with Payment Facilities

• Comprehensive, user friendly, extremely secured and fast Registration system
• Registration form can be customized to get required user information & to add promotional schemes like coupon-codes and discount
• **Number of payment options available like Credit Card, Debit Card, Internet Banking, Mobile Wallets, Cheque, Demand Draft, NEFT.**
• On successful payment Auto receipt is sent to Delegate and administration.
• **Leading payment gateways like CCAvenue, PayPal, EBS Payment Gateways are implemented to accept International & Domestic payments**
• Administrative back end available to keep tracking of payments & registrations. Admin can send auto-reminder to users who have not completed the payments.
• Single online form for confirmed sponsors and exhibitors to add data on website, exhibitors directory.
• Very easy and quick free business visitor form
Facilitation of Buyer-Seller Meet

Invite Delegations from across the leading Coffee buying nations to India and bring them face-to-face with Coffee Growers and Exporters.

• An online tool for pre-planning business meeting
• Facilitates one-on-one meeting
• Delegates & Exhibitors can Interact with all attendees & Registrants well before the show
• Explore partnerships and collaborations

Supported by Ministry of Commerce, Government of India.
Special Focus

One day Workshops dedicated to small growers

• Guidance from Experts
• Live Demonstrations
• Success Stories
• Case Studies
• Audio Video Presentation
WCC 2020-Golf Championship

Coffee Planters, Industry Captains, Foreign Delegates and Coffee enthusiast golfers to be invited to participate in 1st WCC-Golf Championship to be scheduled during the event dates.
5th World Coffee Conference 2020 in Numbers

- 85 COUNTRIES
- 1500 DELEGATES
- 500 ORGANIZATIONS
- 100 EXHIBITORS
- 10000 EXHIBITION VISITORS
127\textsuperscript{th} ICC/ICO Meetings
127th Session of the International Coffee Council 2020

• The International Coffee Council (ICC) brings together representatives from Member countries of the International Coffee Organization (ICO) and invited observers from international organizations and the private sector.

• Sessions of the International Coffee Council are convened under the International Coffee Agreement 2007. This treaty has the key objective to strengthen the global coffee sector and promote its sustainable expansion in a market-based environment for the betterment of all participants in the sector.
Shangri-La Hotel, Bengaluru

• Is the perfect place to take in the charm and character of India’s Garden City. Perched high above the horizon, offering a birds-eye view of Bangalore Palace, the hotel is ideally located between the business district and historic attractions. With panoramic views of the city from both the Horizon Club and rooftop lounge, Asian-inspired dining options and luxurious facilities, the hotel provides a peaceful escape for business and leisure travelers alike.

• 397 spacious rooms and suites
• Grand Ball Room, Seven Banquet Halls, Conference & Board Rooms
• 7 restaurants & bars, including the award-winning Shang Palace and Ssafron
• Spectacular skyline views
## ICC Meetings - Infrastructure Requirements

<table>
<thead>
<tr>
<th>Venue Requirements</th>
<th>Capacity</th>
<th>SHANGRILA</th>
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<tbody>
<tr>
<td>Conference Hall</td>
<td>220</td>
<td>GBR</td>
</tr>
<tr>
<td>Conference Hall II</td>
<td>70</td>
<td>PENNAR 1</td>
</tr>
<tr>
<td>Small meeting rooms</td>
<td>30</td>
<td>KRISHNA</td>
</tr>
<tr>
<td>Director(OFFICE)</td>
<td>Oct-19</td>
<td>KAVERI</td>
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<tr>
<td>Executive Director - Lounge</td>
<td></td>
<td>BOARD ROOM 1</td>
</tr>
<tr>
<td>Council (OFFICE)</td>
<td>15</td>
<td>KABINI</td>
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<tr>
<td>Secretariat Staff (OFFICE)</td>
<td>10</td>
<td>BOARD ROOM 2</td>
</tr>
<tr>
<td>Organizers - Office</td>
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<td>PENNAR 2</td>
</tr>
<tr>
<td>VIP Lounge</td>
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<tr>
<td>Press Briefing/Media Centre/Media Lounge</td>
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<td>Meetings Rooms</td>
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# Hospitality

<table>
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<tr>
<th>Venue</th>
<th>ICO Meetings</th>
<th>Hotel Names</th>
<th>No of Rooms</th>
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<tr>
<td>Shangri- la</td>
<td>@ Shangri-La</td>
<td>Star Hotels</td>
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<tr>
<td></td>
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<td>Shangri- la</td>
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<tr>
<td></td>
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<td>The Lalit</td>
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<td>ITC Windsor</td>
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<td></td>
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<td>Le Meridian</td>
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<td></td>
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<td>Taj West End</td>
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<td>Chancery Pavilion</td>
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<td>Chancery Lavelle</td>
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<td>Gold Finch</td>
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<td>Citrus</td>
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<td>Jayamahal Palace</td>
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<td>Trinity</td>
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<td></td>
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<td>Tulip Inn</td>
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Field Visits

An opportunity for WCC delegates to visit and explore some of the best coffee estates of India located in - **Coorg, Chikamagalur & Sakleshpur as well as other regions.**

Will be an exciting opportunity & an enriching Experience to witness the different varieties of coffee grown in India under the canopy of thick rain forest

Visits Coffee Processing centers (Curing, Roasting Etc)
India Tourism - ITDC

• Local Tours organized by Karnataka State Tourism Department
• National Tours organized by Government of India Tourism Department
• Facilitate visits to Explore Asia
  • Daily Local Tours
  • Tours for Accompanying
  • Pre Conference Tours
  • Post Conference Tours
Thank You

WELCOME TO INDIA