# World Coffee Conference & Expo 2023 September 25 – 28, 2023

World Coffee Conference & Expo arrives for the first time in the Asia at Bengaluru, India in September 2023. The 5<sup>th</sup> edition of this global congregation, scheduled from September 25 - 28, 2023, will pull together the leading minds of the coffee fraternity for a 4-day intensive programme.

WCC2023 will bring together leaders and decision-makers from more than 100 countries to discuss, debate and collaborate towards building a sustainable coffee industry, right from bean to cup. "Sustainability through circular economy and regenerative agriculture" - will be the underlying theme for the week-long event which will include a 3 day conference and B2B exhibition, skill-building workshops, Global CEO conclave and a plethora of networking events. Over one lakh visitors are expected to visit the event which will be held at the historic Bengaluru Palace. WCC 2023 is promoted by the International Coffee Organization and is organized every four years.



(Bangalore Palace, Bengaluru, Karnataka)

#### Unique Features - World Coffee Conference 2023

The Event will witness attendance of 2000 delegates from more than 80 countries.
 The 136th ICC/ICO inter-Governmental meetings will also be held concurrent to the

event, which will see 78 member countries participating.

- The Conference will feature talks by leading decision-makers, thought-leaders, Government Officials, Top Executives presenting cutting-edge and thoughtprovoking topics.
- WCC2023 Expo will bring the participant face-to-face with top decision-makers from some of the world's biggest coffee retail brands, equipment manufacturers, Cafe Brands, Technology Solution Providers, Exporters & Importer, Hospitality businesses, Governments, etc.
- In addition to large global companies, participant will also be able to meet decision makers from coffee roasters, startups, Speciality Coffee Growers' and Small Farmers with their best produce.
- A right place for meetings and interactions between company executives to implement new technologies into business, Retailers or Cafe-business owners looking forward to source high-quality coffee beans, or Entrepreneurs looking for collaborators or potential investors; or Business leaders looking for investment opportunities; our B2B marketplace offers opportunity to maximise your presence. Participant can connect with other participants attending the event and conduct business meetings at a dedicated space.

#### Why Karnataka Bengaluru?

- Bengaluru is one of India's most magnetic cities located in the southern part of the country. Bengaluru is the Coffee & Cafe Capital of the country.
- The capital of the State of Karnataka, Bengaluru is India's tech and innovation hub which is affirmed by the number of Fortune 500 companies present, as well as the thriving start-up scene that the city is proud of.
- Bengaluru has been at the epicentre of art and culture in India and is also a major R&D and manufacturing hub.
- Major growth areas include Aerospace & Aviation, Hi-tech, Biotech & Healthcare, Heavy industries as well as Silk, Coffee sector and a vibrant Food & Beverage industry.
- The city, with its proximity to the coffee-growing regions of Chikmagalur and Coorg, is the heartbeat of the Indian Coffee industry- from retail to artisanal cafes, to café

chains to allied products.

#### Participant Profile:

- Countries representatives / Delegates/ Policy Makers
- High-profile conference delegates from India & Overseas
- C Level and Top management of leading corporate and Industry
- · Bureaucrats, Policy Makers and Heads of PSUs
- Technocrats, Start-ups, Young Innovators
- Leading businessmen, traders from across sectors
- Representative of leading Multinational Companies
- ICO Member Country Representatives
- Global Coffee Buyers
- Coffee Planters
- Industry Captains
- Curers & Roasters
- Hotels, Restaurants, Catering (HORECA) Fraternity
- Retailing Fraternity
- Franchisees Equipment Buyers from Farm to Cup
- Start Ups
- Government Agencies
- Baristas
- Media Fraternity
- Cafe Owners
- Coffee Enthusiasts
- Coffee Exporters

Contact us: https://wccindia2023.com/contactus &

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Event Support: +91 (0) 80 2441 3300 Technical Support: +91 (0) 80 2441 3301

World Coffee Conference & Expo 2023 would be a great opportunity for all to understand the theme of "Sustainability through Circular Economy and Regenerative Agriculture" with emphasis on best practices and technologies to promote regenerative agriculture and farmers' wellbeing & prosperity, while ensuring compliance with the changing regulatory framework and financial durability. We encourage you to participate in WCC 2023.

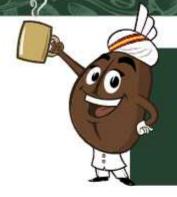
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# 5th World Coffee Conference & Expo 2023-India



# About WCC 2023





World Coffee Conference & Expo arrives for the first time in Asia at Bengaluru, India in September 2023. WCC 2023 is promoted by the International Coffee Organization(ICO) and is organized once every four years.

The 5th edition of this global congregation, scheduled from September 25 - 28, 2023, will pull together the leading minds of the coffee fraternity for a 4-day celebration of coffee and the joy that it brings to millions of people across the world.





WCC2023 will bring together leaders and decision-makers of the coffee and allied sector from more than 100 countries to discuss, debate and collaborate to build a sustainable coffee industry, right from bean to cup.

# Venue

The 136th ICC(International Coffee Council)/ICO inter-Governmental meetings which will see 78 member countries participating. will also be held concurrent to the event

**WCC 2023Conference:** Bangalore Palace

International Coffee Council: Hotel Shangri-La

Bengaluru is one of India's most magnetic cities located in the southern part of the country. The capital of the State of Karnataka, Bengaluru is India's tech and innovation hub which is affirmed by the number of Fortune 500 companies present as well as the thriving start-up scene that the city is proud of.

The city, with its proximity to the coffee-growing regions of Chikmagalur, Hassan and Coorg, is the heartbeat of the Indian Coffee industry- from retail to artisanal cafes, to café chains to allied products.

Bangalore Palace is a landmark of historical and cultural importance in Bangalore, India. Its rich heritage and architectural beauty make it an ideal setting for a prestigious international event like the World Coffee Conference.









In 1600 AD, the mythical holy saint Baba Budan planted "Seven seeds" of "Mocha" in the courtyard of his monastery on "Baba Budan Giris" in Karnataka. This was the humble beginning of the narrative of Indian coffee. The plants progressively spread as backyard plantings for quite a while after remaining as a simple garden curiosity.

During the 18th century, commercial coffee plantations were established as a result of British entrepreneurs being able to conquer the hostile terrain of south India.

Since then, the Indian coffee industry has advanced quickly and established itself as a distinctive player on the global coffee map. In ecologically vulnerable areas of the Western and Eastern Ghats, India's coffee is cultivated in dense natural shade. These areas are also considered as 25 one of the top hotspots for biodiversity. Coffee plays a key role in region's maintaining the distinctive biodiversity and is also responsible for socioeconomic growth remote, hilly areas.



# Organizers



# International Coffee Organization

The International Coffee Organization (ICO) was established in 1963 under the aegis of the United Nations and following the approval of the first International Coffee Agreement in 1962. The ICO is the only intergovernmental organization for coffee, bringing together exporting and importing Governments. It currently represents 93% of world coffee production and 63% of world consumption.

The mission of the Organization is to strengthen the global coffee sector and promote its sustainable expansion in a market-based environment for the benefit of all actors in the Global Coffee Value Chain (G-CVC)



Coffee Board of India

### Coffee Board of India

The core activities of the Coffee Board are primarily directed towards R&D, transfer of technology, quality improvement, enhancing productivity and production, thereby extending development support to coffee growing sector. The Coffee Board is also committed to the promotion of Coffees of India internationally and increasing domestic consumption.



# Ministry of Commerce & Industry, Government of India

The Ministry of Commerce & Industry Government of the India is entrusted with formulating and implementing the foreign trade policy and development, promotion and regulation of export oriented commodities like coffee and attracting investment in the allied industry. Ministry of Commerce & Industry is the nodal Ministry for Coffee and The Coffee Board of India, the prime mover of Coffee sector in India.



Sovernment of Karnataka

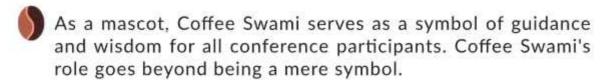
#### Government of Karnataka

The Government of Karnataka is the governing body responsible for administering the state of Karnataka in India. It formulates policies, regulates sectors, provides services, and promotes development, aiming to enhance the welfare and progress of the state and its people.

# The Mascot of WCC 2023

The mascot of the 5th World Coffee Conference is Coffee Swami, the unanimously chosen Mascot will depict the Indian tradition yet will appear in modern avataars connecting with people.

Coffee Swami embodies the essence of the person who serves coffee in the traditional attire that gives the customers the feeling of the old-world charm and retains the feeling of warmth in the modern setting of the India Coffee House.



# Logo of World Coffee Conference

The Logo in effect encloses a small world in itself be that of the lush valleys, the tireless ripe berries. coffee farmer. the geographical regions where coffee flourishes in the country the flora and even the representative species of the fauna in the form of bee--all set against a global stage--capturing the status of India as a pre-eminent coffee producer that employs uniquely sustainable practices to grow its highly bracing and unique cup of coffee.





# Sustainability through Circular Economy and Regenerative Agriculture.

Sustainability is one of the key concern in the coffee Industry. There are various challenges that impact sustainability in the coffee sector such as climate change, increasing cost of production and volatile prices. In order to address these challenges exchange of ideas and knowledge regarding circular economy and regenerative agricultural practices is the need of the hour. Hence, the theme of World Coffee Conference 2023 is "Sustainability through Circular Economy and Regenerative Agriculture" with emphasis on best practices and technologies to promote regenerative agriculture and farmers' wellbeing & prosperity, while ensuring compliance with the changing regulatory framework and financial durability.









# **Event spectrum**



International Conference



World Coffee Exhibition



Skill Building Workshops



**B2B Meetings** 



Competitions & Awards



**Buyer Seller Meets** 



Grower's Conclave



**Networking Evenings** 



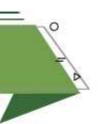
CEOs & Global Leaders Forum



**Plantation Tour** 



# **Event Schedule**



16:00 Hrs (Onwards) September 25th

#### Day 2

Inauguration of 5th World Coffee Conference and Expo followed by Key note address by high level dignitaries and Global Coffee Experts.

09:00 Hrs (Onwards) September 27th

- Woman's star Brewer's skill Championship and

09:00 Hrs (Onwards) September 29th

#### Day 6



10:00 Hrs (Onwards) September 23th - 24th

Visit to Exotic Coffee Plantations along with cultural and heritage sites of Karnataka.

09:00 Hrs (Onwards) September 26th

- 1. CEO & Gobal inader's forum.
  2. Conference, Panel discussion and workshops on topics relevant to Global Coffee Sector.
  3. International Expo with wide range of products innovations and technologies.
  4. Competitions and championship events viz. Barista Championship, Lattle art Championship, Roasters Championship, Flavour of India Fine Cup. Woman's star Brewer's skill Championship and much mare.
- 5. Cultural exening with remowned folk artists from Coffee proving regions of India.

09:00 Hrs (Onwards) September 28th

09:00 Hrs (Onwards) September 30

Visit to Exotic Coffee Plantations along with cultural and heritage sites of Kamataka.

# Conference Schedule

3 25th September: Inauguration of 5th World Coffee Conference and Expo followed by Key note address by high level dignitaries and Global Coffee Experts

### Tuesday 26th September 2023

Plenary Hall		Seminar Hall	
CEO and Global Leader's Forum Meet			
Circular Economy & Regenerative Agriculture			
Financing Mechanism and opportunities for the coffee sector	16:30 to _ 18:00 _	Coffee Quality & Speciality Coffees	
Start -ups and Innovations in coffee value chain	16:00 to _ 17:30	Coffee and the new generations	
	CEO and Global Leader's Forum Meet  Circular Economy & Regenerative Agriculture  Financing Mechanism and opportunities for the coffee sector  Start -ups and Innovations	CEO and Global Leader's Forum Meet  Circular Economy & Regenerative Agriculture  Financing Mechanism and opportunities for the coffee sector  Start -ups and Innovations  16:00 to	

26th September: Cultural evening with renowned folk artists from Coffee growing regions of India.

# Wednesday 27th September 2023

Plenary Hall		Seminar Hall		
09:00 to -	Climate change and Mitigation strategies	09:00 to _ 11:00 -	Coffee Consumption	
11:30 to _ 13:00 _	Environmental Sustainability	11:30 to _ 13:00 _	Growing importance of Robusta & Coffee blends	
14:00 to _ 16:00 _	Recent advances in AI & IoT tools & applications in coffee value chain	14:00 to _ 15:30	Living Income, farmers' prosperity- Livelihood challenges and opportunities	
16:30 to -	Partnerships, trading & knowledge platforms	16:00 to - 17:30 -	Coffee and the new generations	



# **Skill Building Workshops**

Experts from across the world will conduct workshops

# Tuesday 26th September 2023

#### Workshop Hall 1

14:00 to 16:00 - Roasting and Brewing of Climate Resilient coffee species

16:30 to 18:00 - Everything brewing - Cold and hot



# Wednesday 27th September 2023

Work	shop Hall 1	Wor	ksh	op Hall 2	Worksh	op Hall 3
9:30 to 10.30 _	Creating Coffee Community - cafes and micro roasters (FREE)					
10.40 to _	Cocoa and Coffee - A story in the making (with tasting experience)	10.40 to 12.00	=	Topic -A Masterclass in Espresso - (professional, intermediate)	10.40 to 12.00	The Mysterious Robusta Bean
13:00 to _ 14:00	Sample roasting at Origin	13:00 to 14:00	-	Carbon Footprint of your production roast	13:00 to _ 14:00 _	The Rise of Alternative Milk
14:10 to _ 15:10	Cooperative venture in India: 19 steps to fetching a cupping score of 91 points - seed-to-cup journey	14:10 to 15:10	<u>144</u>	Basics of Barista Championship Preparation	14:10 to - 15:10 -	BLENDING ROBUSTA
15:20 to _ 17:00	PANEL DISCUSSION FREE Topic - The Ca business	l - afe				



# **Grower's Conclave**

# Thursday 28th September 2023

Seminar Hall	Workshop Hall 1	Workshop Hall 2	Workshop Hall 3
9:30-10:30  "How to get your Coffee to market(A farmer's Perspective of Production and Quality) Exploring Coffee Origins: An Insider's Perspective of coffee production and agricultural practices by Dr. Manuel Diaz, CQI Trainer and Anthropologist & Mexican Coffee Producer SAN COFFEE - San Coffee: A Brazilian Journey through Coffee Cultivation, Evolving Trends, and New Horizons"			
10:40-11:40 Improve efficiency and productivity of farmers with data and technology carlos brando- Mechanisation.			
11:50-12:30 High production technologies in coffee -The success story of vietnam.			
13:30-15:40 "Quality management for small farms (OPEN for ALL)Speaker: Dr. Alverado Giantan, Director, Ceni Café, Colombia "	13:30-14:30 Soil Health and Regenerative Practices.	14:40-15:40 Scalability of processing - Large / medium/ small growers.	13:30-14:30 Coffee Producer's Guide to Digital Media Success:Boosting your Brand and Sales through Effective Marketing Strategies.
	14:40-15:40 Regenerative Agriculture practices adopted through Coffee scorecard.	14:40 to 15:40 Climate smart coffee farming- Need of the hour – interactive talk.	14:40 to 15:40 - How does green coffee packaging affect the profitability of coffee producers?





### Benefits of Exhibition:

### **World Coffee Expo Interest Groups**



Coffee producer, Exporters, Importers, Experts of Coffee



Coffee brands and cafe chains



Coffee machines-Home, Office and Cafes



Coffee equipments and accessories



Coffee farm equipments and Inputs



Roasters and curers



Flavors and essences

- A sense of Coffee community to build relationships, explore new products, networking are all the benefits for both the visitors and exhibitors
- Whole Exhibition is fully air-conditioned, state of the art, raised platform and of Open Design Type.
- Total 8000 square meter of state of the art, open type exhibition arena (out of which 4000 will be saleable area to the exhibitors, remaining 4000 will be common area including walkways)
- Reputed Designers cum Fabricators to assist Exhibitors. If you are willing to exhibit please write to exhibit@wccindia2023.com

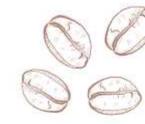
# **Awards & Competition**

- 1. National Barista Championship
- 2. Flavor of India Fine Cup Award
- 3. Women Stars Brewer Skills Championship
- 4. National Latte Art Championship
- 5. National Filter Coffee Championship
- 6. Indian Aeropress Championship





# Historical Bangalore Tour



Tour time: 6:00 AM to 9:00 AM

Dates: 25th to 28th September 2023

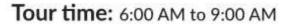
**Duration: 3 hours** 

INR 2500 (30 USD)

#### Highlights:

- Vidhana Soudha India's largest legislative building
- Krishna Rajendra Market Largest flower market in the city
- 3. Tipu Sultan's Summer Palace 18th Century Palace

# Traditional Bengaluru Tour



Dates: 25th to 28th September 2023

**Duration:** 3 hours

INR 2500 (30 USD)

#### Highlights:

- Vidhana Soudha Largest Legislative Building in India
- 2. Lalbagh Botanical Garden
- 3. Bull Temple 15th Century
- 4. Gandhi Bazar Traditional Market
- 5. Breakfast and filter coffee at Vidyarthi Bhavan

# The Indian Coffee Story Tour

Tour time: 6:00 PM to 9:00 PM

Dates: 25th to 27th September 2023

**Duration:** 3 hours

INR 4200 (50 USD)

#### Highlights:

- 1. Darshini a local restaurant for a coffee stop
- Maverick & Farmer A workshop at a cafe that serves artisanal Indian coffee.
- 3. Brigade Road & Church Street
- 4. 13th Floor end with coffee infused drinks

# Plantation Tour



#### Coorg Plantation Tour 23rd -25th September - 3Days/2Night

Visit: Mooleh Manay & Venkids Valley Estate

Stay: Woodstock Resort, Madikeri, Coorg

(10 rooms all are double beds)

Single Occupancy - 250 USD, Double Occupancy - 300 USD

Authentic Local Cuisine, Both Vegetarian & Non-vegetarian

#### Belur Plantation Tour 23rd -25th September - 3Days/2Night

Visit: Sangameshwar Coffee Estates & Lingapur Estate

Stay: Biccode Woodside Heritage, Belur, Karnataka , India

Single Occupancy - 250 USD, Double Occupancy - 300 USD

Food: Authentic Local Cuisine Only Vegetarian

#### Sakleshpur Plantation Tour 23rd -25th September - 3Days/2Night

Visit: Harley Estate

Stay: Harley Estate, Sakleshpur, Karnataka, India

Single Occupancy - 250 USD, Double Occupancy - 300 USD

Food: Local Cuisine, Both Vegetarian & Non-vegetarian

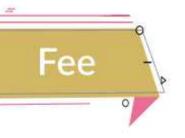
#### Chikkamagalur Plantation Tour 23rd -25th September - 2.5 Days/2Night

Visit: Woodway Estate

Stay: Woodway Estates & Homestay, Chikkamagalur, Karnataka, India

Single Occupancy - 250 USD, Double Occupancy - 300 USD

Food: Authentic Local Cuisine, Both Vegetarian & Non-Vegetarian



Particulars	Category	Unit Rates
	International <sup>*</sup>	200 USD per person
DELEGATE REGISTRATION	National	6000 INR per person
	Coffee Growers(National)	3000 INR per person
WORKSHOP FEE	National	3000 INR per workshop (50% discount for registered delegates)
WORKSHOP FEE	International	100 USD per person (50% discount for registered delegates)
EXPO VISITORS	National	1000/-INR
	International	25 USD
EVI UDITORS	International (1000 Sq. Mt.)	200 USD per Sq. Mt
EXHIBITORS	National (2000 Sq.mt.)	10,000 INR per Sq. Mt
	National	2500/-INR per trip
CITY TOURS	International	30 USD
	Single Occupancy	250 USD
PLANTATION TOURS	Double Occupancy	300 USD

★ A Special fee is foreseen for ICO members official delegations.

# Online Payments/Refund Policy

#### Terms and Conditions:

Please read these terms carefully before using the online payment facility. Using the online payment facility on this website indicates that you accept these terms. If you do not accept these terms do not use this facility.

All payments are subject to the following conditions:-

The description of service of registration are specific to your need, when you log in with your unique password. Normally payment is required in advance (i.e. before you commence your activity).

All Fees quoted are in Indian Rupees and US dollars. The Coffee Board reserves the right to change the fees at any time.

- 1. Your payment will normally reach the Coffee Board account to which you are making a payment within three working days.
- 2. We cannot accept liability for a payment not reaching the correct Coffee Board account due to you quoting an incorrect account number or incorrect personal details. Neither can we accept liability if payment is refused or declined by the credit/debit card supplier for any reason.
- 3. If the card supplier declines payment the Coffee Board is under no obligation to bring this fact to your attention. You should check with your bank/credit/debit card supplier that payment has been deducted from your account.
- 4. In no event will the Coffee Board be liable for any damages whatsoever arising out of the use, inability to use, or the results of use of this site, any websites linked to this site, or the materials or information contained at any or all such sites, whether based on warranty, contract, tort or any other legal theory and whether or not advised of the possibility of such damages.

#### Refund Policy:

1. There is no cancellation option for the end users after fees payment is made. No chargeback or no refund will be permitted for fees paid through online payment system. In case of any duplicate payment, end user has to approach the Coffee Board at info@wccindia2023.com with proof of excess payment, transaction reference no., bank statement etc. for suitable action by Coffee Board. Transaction charges paid by the user is not refundable even in case of duplicate or excess payment. IMPORTANT: By submitting a payment through the online-payments site you are agreeing to these terms and conditions including any updated changes in terms and conditions from time to time through our website.

#### **Privacy Policy:**

This Privacy Policy applies only to the specified services, products or website offered for World Coffee Conference 2023 by the Coffee Board. Sometimes, we may post services, product and website specific privacy notices or Help Centre materials to explain our services or products in more detail.

If you have any questions about this Privacy Policy, please write to us at info@wccindia2023.com

Information we collect and how we use it for our World Coffee Conference 2023 organised by the Coffee Board.

#### Changes to our Privacy Policy:

Coffee Board reserves the entire right to modify/amend/remove this privacy statement anytime and without any reason. Nothing contained herein creates or is intended to create a contract/agreement between Coffee Board and any user visiting the https://wccindia2023.com/website or providing identifying information of any kind.

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If you wish to stop any further sms/email alerts/contacts from our side, all you need to do is to send an email:- info@wccindia2023.com with your mobile numbers and you will be excluded from the alerts list.

#### Contact Details:

Email:

info@wccindia2023.com.





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Delegates delegate@wccindia2023.com



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### Coffee Board

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## **Event Theme**

"Sustainability through circular economy and regenerative agriculture"

# **Expected Participations**

**80**+

Countries

2000+

Delegates

50+

Speakers

150+ Exhibitors

100000+ Visitors

150+ B2B Meetings

# **Event Spectrum**





World Coffee Exhibition





**Business Meetings** 



Competitions & Awards



Buyer-Seller Meet



**Growers Conclave** 



**Network Evenings** 



CEO & Global Leaders Forum



Plantation tours

Venue: Bangalore Palace

#### **Enquire Now**

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