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मुख्य कार्यकारी अधिकारी एवं सचिव, कॉफी बोर्ड  
**Dr. K.G. Jagadeesha, IAS**  
Chief Executive Officer & Secretary  
COFFEE BOARD



वाणिज्य एवं उद्योग मंत्रालय  
Ministry of Commerce & Industry  
भारत सरकार / Government of India  
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No. CB/5<sup>th</sup> WCC/03/2023-24/37  
Date : 20.07.2023

To:

Shri Md Noor Rahman Sheikh, IFS  
Joint Secretary (Economic Diplomacy)  
Ministry of External Affairs  
Government of India  
New Delhi.

Sir,

Sub: Promotion of the 5<sup>th</sup> World Coffee Conference & Expo - reg.

Greetings from the Coffee Board of India!

I take this opportunity to inform you about a very important and prestigious international event related to the global coffee sector coming to India.

The International Coffee Organization (ICO) is the main intergovernmental organization for coffee at global level. Around 75 coffee exporting and importing countries are members of ICO. Every four to five years, the International Coffee Organization holds a high-level World Coffee Conference to enable discussion around critical topics for the global coffee sector. The first four Conferences have taken place in England (2001), Brazil (2005), Guatemala (2010), and Ethiopia (2016).

The World Coffee Conference & Expo (WCC) arrives for the first time in Asia during September 2023. WCC 2023 will bring together leaders, decision-makers, coffee producing & importing nations, exporters, importers, leading coffee associations, global coffee experts, roasters and so on from more than 80 countries to discuss, debate and collaborate towards building a sustainable coffee industry, right from bean to cup.

For the 5th edition of the World Coffee Conference, India is the host country. Coffee Board, a statutory organization functioning under the Ministry of Commerce & Industry, Government of India; has been entrusted with the responsibility of making arrangements for hosting the 5th World Coffee Conference (WCC 2023).

The 5th World Coffee Conference (WCC 2023) will be held at the Bangalore Palace, Bengaluru; from 25th to 28th September 2023. Around 1500 registered delegates and 10,000 business visitors across the globe are expected to participate during the event.

As part of this international Conference, the following important events have been planned–

- Technical Sessions,
- Buyer – Seller meet,
- Coffee Technology Expo,
- CEO Conclave,
- Study Tours
- Visits to important places of tourism in and around Bengaluru and other cities.

Prior to start of preparation for the event, signing of Host Country Agreement (HCA) with ICO is a prerequisite. Hence, the draft HCA was submitted to Ministry of Commerce & Industry for approval. The Ministry had circulated the draft HCA with MEA and MHA for their concurrence. The comments made by the Ministry of External Affairs and Ministry of Home Affairs were incorporated before signing the agreement by the Coffee Board with the ICO.

We request the Ministry of External Affairs, New Delhi, to augment the efforts of the Coffee Board to popularize the event among all our Missions/Posts. The details of the event can be accessed from our event website - <https://wccindia2023.com>.

It is also requested to send a special communication to all the Indian Embassies and Consulates abroad to process the VISA applications in the quickest time possible with respect to applicants participating in the 5<sup>th</sup> World Coffee Conference. Since there is only two months' time left for the event, an early action in this regard would facilitate organizing the event in the manner that meets the expectations of the global coffee community from India.

The following officers of Coffee Board can be contacted for further information:

- 1) Mr. N.N. Narendra (IoFS, Director of Finance - Coffee Board) and his mail id – [dirfincb@gmail.com](mailto:dirfincb@gmail.com) with Cc to [iccwccindia2023@gmail.com](mailto:iccwccindia2023@gmail.com). He is also reachable on his phone - +91 98946 10198 for any further communication.
- 2) Mr. Ananth S Bhatt (Communication Manager on Contract – Coffee Board) and his mail id – [communicationmanager.cb@gmail.com](mailto:communicationmanager.cb@gmail.com). He is also reachable on his phone - +91 97395 73732 for any further communication.

Please find attached a copy of the brochure and flyer of the 5th WCC, for your kind perusal.

We request you to please share the information among our Missions/Posts abroad for seeking their support towards this event.

With regards

Yours sincerely,

  
CEO & Secretary