



African Fine Coffee Conference & Exhibition (AFCC & E)

by

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COMPETE / USAID TECHNICAL WORK PLANNING MEETING FOR
"Accelerated Transit Efficiency Improvements On East African Corridors"

Mombasa Serena Beach Hotel - Mombasa, Kenya

15th – 17th July 2009

Why the AFCC & E



- To establish & promote partnerships & networks for members and the international coffee industry
- To promote Africa's finest coffees
- To provide a forum for learning new technologies
- To create an excellent educational opportunity
- To give the host country many spin offs
- TO BRING THE COFFEE WORLD TO AFRICA AND TAKE THE AFRICAN COFFEE TO THE WORLD**

Highlights: Kenya, Zambia, Tanzania, Ethiopia, Uganda & Rwanda - Speakers



- HARRY BELAFONTE
- His Excellency LEVI
MWANAWASE
- His Excellency YOWERI K.
MUSEVENI
- DANNY GLOVER
- NESTOR OSORIO
- TED LINGLE
- DR. JANE GOODALL
- JERRY BALDWIN
- ALAIN PONCELET AND
MANY MORE...

Highlights: Kenya, Zambia, Tanzania, Ethiopia, Uganda & Rwanda - Conference



- ❑ Over 400 participants in Kenya
- ❑ Over 450 in Zambia
- ❑ Over 500 in Tanzania
- ❑ Over 600 in Ethiopia
- ❑ Over 500 in Uganda
- ❑ Over 500 in Rwanda

- ❑ Over 70 countries around the world have been represented
- ❑ Over 1,000 different exhibitors have participated

Highlights: Kenya, Zambia, Tanzania, Ethiopia, Uganda & Rwanda - Pre & Post Conference Events

- Coffee Weeks
- African Coffee Safaris
- African Taste of Harvest
- Social events
- EAFCA Coffee Auction
- Trading Floor
- Barista Competitions



WHAT IS PLANNED IN MOMBASA, KENYA - February 11th-13th 2010



- **CONFERENCE:** World renowned coffee luminaries discussing a wide range of topics of interest
- **AFRICAN SCIENTIFIC COFFEE CONFERENCE:** CORNET & CABI supported by CFC
- **EXHIBITION:** 100 booths available
- **PRE & POST CONFERENCE EVENTS:**
 - African Coffee Safari & 1st ever
 - Africa Barista Championships

WHAT IS PLANNED CONT'D...

☐ **ACTIVITIES:**

Social Functions, City Tours,
Historical Site Tours

☐ **ACCOMMODATION:**

Sarova White Sands Hotel is
located in the heart of Mombasa
city and there are several other
luxurious hotels for delegates

☐ **TRADING FLOOR**

Meeting, negotiating and
networking area for the buyers
and sellers



POTENTIAL SPIN OFFS

- Business for the coffee industry
- Business for the transport and logistics industry
- Business for the hospitality industry
- Macro level: forex in-flows
- Exposure for Kenya
- Tourism



HOW CAN YOU PARTICIPATE?

- ☐ **COFFEE WEEK:** Hotels, cafes, restaurants, machine & equipment manufactures, inputs dealers, roasters, promoters etc.
- ☐ **SPONSORSHIPS:** Activities (events & lunches, social functions, safaris, conference sessions etc.)
- ☐ **ATTEND THE CONFERENCE:** Register to attend the conference and exhibition
- ☐ **EXHIBIT:** Reserve a booth to promote your business
- ☐ **PUBLICITY:** Inform your business network and encourage them to plan to attend and support the event



WAY FORWARD!

The event offers a **GREAT** opportunity to:

- ▶ each one of us
- ▶ our host Kenya to meet the whole coffee world

We urge you to adopt the “no missed opportunity” policy



7th African Fine Coffee Conference & Exhibition

11th - 13th February 2010 Mombasa, Kenya

A CELEBRATION AT THE GATEWAY

EAFCA
EASTERN AFRICAN FINE
COFFEES ASSOCIATION



REGISTER NOW!



**"Early Bird" Deadline:
30% discount**

**Register on-line:
www.eafca.org**

**For Additional Information:
www.africanfinestcoffee.com**

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