

Let's nurture a sustainable and thriving coffee industry: Piyush Goyal

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He said after inaugurating the 5th World Coffee Conference (WCC) 2023, on the theme – “Sustainability through circular economy and regenerative agriculture”.

Addressing the gathering the minister said – “The theme of the conference emphasises the crucial importance of sustainability, waste reduction, and inclusivity in shaping a greener coffee future. As we gather in Bangalore, a hub of flavour and innovation, I stand by four core principles: continuous innovation from farm to cup, promoting sustainability, fostering global collaborations, and maintaining top-quality standards throughout production, processing, and packaging.”

Organised by the International Coffee Organisation (ICO) in collaboration with the Coffee Board of India; Ministry of Commerce and Industry, Government of India; Government of Karnataka, and the Coffee Industry, the 5th World Coffee Conference (WCC) 2023 is taking place from September 25-28, 2023, at the iconic Bangalore Palace in Bengaluru.

Joe Kuli, Minister for Coffee from Papua New Guinea; **Massimiliano Fabian**, Chair of the International Coffee Council ; Suresh Narayanan, Chairman & Managing Director, Nestle India Ltd.; Sunil D’Souza, CEO & MD, Tata Consumer Products; Challa Srishant, Managing Director, CCL Products (India) Ltd.; Shiva Krishnamurthy, Vice President, South Asia Food & Beverage, Hindustan Unilever Limited; N. Sathappan, Chairman & MD, SLN Coffee Pvt. Ltd.; **Dr Vanusia Nogueira**, Executive Director, International Coffee Organization, and representatives of UNIDO, FAO, ITC, Afreximbank and ILO were present on the occasion and shared their views on sustainable and thriving coffee industry.

Rohan Bopanna, India’s No.1 Doubles Tennis Player & Arjuna Awardee who is the Brand Ambassador of WCC 2023 shared his comments via a recorded message as he is representing India at the ongoing Asian Games in China.

Welcoming the Chief guest and dignitaries at the World Coffee Conference, Dr KG Jagadeesha, CEO and Secretary, of the Coffee Board of India, said, "Today marks the commencement of an extraordinary journey for the coffee industry, not only in India but across the expansive landscape of Asia. The journey encompasses a four-day World Coffee Conference, a sprawling exhibition, business-to-business meetings, exhilarating competitions, and enlightening skill-building workshops. Our primary objective is to cultivate knowledge, promote collaboration, and facilitate networking among coffee professionals on a global scale."

He further said "This grand event brings together over 80 countries, 2400+ delegates, 130+ esteemed speakers, 250+ exhibitors, and an impressive count of 10,000+ business visitors and 300+ B2B meetings. We are honoured to extend our warm welcome to revered leaders and visionary figures from every corner of the world. Together, we embark on a path of profound transformation and unparalleled growth, bound by our shared passion for coffee and a steadfast commitment to progress." N. N. Narendra, Director of Finance, Coffee Board of India proposed a vote of thanks.

The 4-day long event features a Conference, Skill Building Workshops, a Growers Conclave, CEO and global Leaders Forum, a Startup Conclave, Competitions and awards, and an Exhibition showcasing cutting-edge coffee products and services. In line with India's commitment to the global coffee industry, this event enhances awareness, fosters partnerships, and celebrates the world of coffee.

This prestigious occasion unfolded in the iconic Bangalore Palace, covering an impressive 30,000 sqm area. It is poised as a global rendezvous for coffee enthusiasts, industry leaders, experts, and aficionados. The participant's profile includes ICO Member Country Representatives, Coffee Growers, Coffee Roasters, Coffee Curers, Farm to Cup Coffee Industry, HORECA, Café Owners, Coffee Nations, Policy Makers, StartUps, R&D, and students.

A notable highlight of the event is a captivating dome-shaped structure designed as a Coffee Museum, which serves as a remarkable showcase of coffee plantations in the Western Ghats. This feature is particularly appealing to all participants, with the primary goal of raising awareness about the distinctive qualities of shade-grown and sustainable nature of Indian coffees among international attendees. This exceptional structure will vividly depict the journey of a coffee bean from its origin to the coffee cup, offering insights into various coffee varieties from India. It utilises indigenous plants sourced from this region of India to enhance the experience.

The exhibition at WCC 2023 is a star attraction where the entire coffee value chain- from bean to cup, equipment companies, coffee machines, soluble coffee brands as well as café chains are exhibiting. There are also beautifully designed themed pavilions representing states such as Karnataka, Kerala, Tamil Nadu, Andhra Pradesh, Odisha, and the Northeast, each showcasing the diverse range of coffees produced in India.

Conference Sessions will revolve around important topics like Circular Economy and regenerative Agriculture, Financing Mechanisms, Coffee Quality, Sustainability and Climate Change, Start-up Innovations, Coffee Trade, Livelihood Challenges, Consumption, Social Sustainability, Importance of Robusta and Trading Platforms.

Another highlight is the Skill Building Workshops which will focus on sessions around The Rise of Alternative Milk, Everything Brewing - Cold and Hot, Creating Coffee Community - Cafes and Micro Roasters, Sample Roasting at Origin, Alternative Fuel for the Future of Coffee Roasting, Cooperative venture in India: 19 steps to fetching a cupping score of 91 points - seed-to-cup journey, Panel Discussion on The Cafe Business, A Masterclass in Espresso - (Intermediate & Professional), Sipping Sustainability: Exploring Climate-Resilient Coffee Species - Tasting & Panel Talk, Basics of Barista Championship Preparation, The Mysterious Robusta Bean (With Sensory Assessment), Cocoa and Coffee - A story in the making and Blending & profiling Robusta.

Growers Conclave during WCC 2023 aims to provide a platform for knowledge sharing, networking, and collaboration among individuals who contribute to the coffee cultivation and production process. Participants will get a global perspective from speakers from all over the world including Brazil, Mexico, Vietnam, Colombia, Europe, and more. They will also get to explore cutting-edge techniques, sustainable practices, speciality coffee and exciting trends in the world of coffee farming.

Bengaluru serves as the host city for this exceptional global assembly, highlighting a shared dedication to sustainability and innovation within the coffee industry. As part of the event, traditional folk dances from coffee-growing states of Odisha, Karnataka, Tamil Nadu, Kerala, Andhra Pradesh, and the North-East have been organised, providing delegates from around the world with a delightful glimpse into India's rich and diverse cultures.

The day concluded with insightful keynote sessions on Global Coffee Perspectives and Future Prospects by **Dr Vanusia Nogueira**, Executive Director, ICO; Principles of Circular Economy and Regenerative Agriculture by Prof. Gunter Pauli,

Economist, Blue Economy and Coffee Market Future Trends by Matthew Barry, Insight Manager- Food & Beverage, Euromonitor International.

This event continues the tradition of previous successful editions held in England (2001), Brazil (2005), Guatemala (2010), and Ethiopia (2016), each of which garnered widespread acclaim from coffee enthusiasts worldwide.