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WCC2023 opens up business opportunities and fostering innovations in the coffee industry: Secretary, Coffee Board

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â??The World Coffee Conference 2023 has played a vital role in highlighting India's commitment to quality and sustainability. This is opening up business opportunities and fostering innovations in the coffee industry,â? said Dr K.G. Jagadeesha, CEO and Secretary, of the Coffee Board of India.

Addressing the media, Dr Jagadeesha said â??The conference attracted interest from industrialists, tech enthusiasts, and innovators, driving the growth of India's coffee culture, especially in cities like Delhi, Chandigarh, and Kolkata (traditionally tea-consuming cities). The Coffee shops have also transformed into creative hubs, and we offer support to aspiring entrepreneurs despite the challenges they may encounter. We promote sound agricultural practices and raise global awareness to improve coffee production."

Dr Jagadeesha further said, â??India's growing reputation in the coffee industry, known for its sustainable and high-quality production, is gaining global recognition.â?•

Giving details about the WCC 2023, Dr Jagadeesha said â??The 5th World Coffee Conference and Expo came to an end with a participation from 80 countries, including 2609 delegates, 323 International delegates, 253 exhibitors, 13,947 business visitors and 347 B2B meetings. It included 45 knowledge sessions, with 127 speakers, of which 80 were international experts and 47 were Indian.â?•

The 4-day international event, the 5th World Coffee Conference (WCC) 2023, was organised by the International Coffee Organization (ICO) in collaboration with the Coffee Board of India, Ministry of Commerce and Industry, Government of India; Government of Karnataka, and the Coffee Industry, concluded on September 28 at Bangalore Palace in Bengaluru on a high note.

The event featured Conferences, Skill Building Workshops, a Growers Conclave, CEOs and global Leaders Forums, a Startup Conclave, Competitions and awards, and an Exhibition showcasing cutting-edge coffee products and services.