

6TH AFRICAN FINE COFFEE CONFERENCE & EXHIBITION

12th – 14th February 2009 Kigali, Rwanda



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EAFCA Secretariat – Kampala, Uganda

Rwanda to Host the Biggest African Coffee Conference and Exhibition

On 12th – 14th February 2009, some of the biggest names in the international coffee world will converge in Kigali, Rwanda for the **6th African Fine Coffee Conference & Exhibition**, to be held at the luxurious Kigali Serena Conference Centre.

The Conference, organized by the *Eastern African Fine Coffees Association (EAFCA)*, has gained the reputation of being Africa's leading international five-star coffee conference, and is expected to attract over 500 coffee professionals from around the world. Coffee producers, roasters, buyers and other coffee stakeholders in the value chain will meet to network and share the latest information, while attending interesting conference presentations and visiting a large exhibition showcasing the finest African coffees, equipment and other coffee wares. Some of the coffee greats that have graced past EAFCA conferences include Alain Poncet of Starbucks, Dr. Jane Goodall of the Jane Goodall Foundation, Harry Belafonte amongst others.

The 3-day conference and exhibition will include:

1) Sessions with regionally and internationally renowned speakers that will speak on a wide range of topics like:

- Demand and supply of coffee
- Closer look at the coffee specialty market
- Diversity and traceability of Eastern African coffee
- Women in coffee
- Consumption at origin
- Sustainability and the next generation
- Production
- Finance for coffee producers

2) An afternoon of relaxing and exciting activities designed for networking.

3) Coffee safaris with visits to coffee farms (large and small scale) in Rwanda, plus a tour of some of Rwanda's wildlife sanctuaries.

Improving the Quality of Life Through the Quality of Coffee

4) The Exhibition, which is yet another attraction at the conference and is the perfect venue to showcase your finest coffees, coffee production equipment, coffee value-addition equipment etc. The exhibition will also be open to the general public.

Through its exhibition and social events, the conference provides an excellent networking opportunity for delegates to create new networks and relationships. The 2009 conference will provide an excellent platform for international promotion of African coffees. At the February 2009 conference we will have the pleasure of highlighting the rich Rwanda *Cup of Excellence* coffees, first ever Rwanda National Barista Championships and the beautiful Rwandan culture, giving the producers a valuable opportunity to create direct relationships with the buyers of their coffee.

Coffee is of great importance to Africa. Smallholder farmers make up a large percentage of production in the region. Key challenges facing the coffee producing industry in Africa include price uncertainty, inefficient supply chain functioning. African fine coffees, are widely recognized as having special characteristics that are in high demand within world specialty coffee markets.

EAFCA has hosted five successful African Fine Coffee Conferences and Exhibitions, which have brought the coffee world to Africa and taken African coffee to the world: in 2004 in Nairobi, Kenya; 2005 in Livingstone, Zambia; 2006 in Kilimanjaro, Tanzania; in 2007 in Addis Ababa, Ethiopia and in February 2008 in Kampala, Uganda. EAFCA is thrilled to be organizing another exciting, action-packed event. The association is confident that this year will prove even more successful than the last.

About EAFCA:

The Eastern African Fine Coffees Association (EAFCA) is a regional non-profit, non-political, member-driven association representing the coffee sector in ten member countries. With its Secretariat based in Kampala, Uganda, EAFCA's vision is *Improving the Quality of Life through the Quality of Coffee*. Through the establishment and promotion of partnerships and networks for its members, EAFCA's goal is to increase both the volume and value of the fine coffees traded in the region. EAFCA has enabled producers and traders of fine coffees to meet and transact business with key industry buyers. EAFCA members include private and public sector specialty coffee sector stakeholders, including producers, exporters, international importers, roasters, policy makers, transporters and trade representatives.

Visit www.eafca.org or www.africanfinestcoffee.com to register for the conference and exhibition NOW.

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