

# 7<sup>TH</sup> AFRICAN FINE COFFEE CONFERENCE & EXHIBITION

11<sup>th</sup> – 13<sup>th</sup> February 2010 Mombasa, Kenya



## **PRESS RELEASE – OCTOBER 2009**

**Eastern African Fine Coffees Association (EAFCA)  
Secretariat – Kampala, Uganda**

### **A Celebration at the Gateway to Mark a Decade of EAFCA's Accomplishments**

On **11<sup>th</sup> – 13<sup>th</sup> February 2010**, hundreds of members of the Eastern African Fine Coffees Association (EAFCA) and coffee professionals from around the globe will descend upon Mombasa, Kenya for the **7<sup>th</sup> African Fine Coffee Conference & Exhibition** to be held at the luxurious Sarova White Sands Beach Resort & Spa.

This annual conference and exhibition is organized by the Eastern African Fine Coffees Association (EAFCA) and is considered the “Go To” event for anyone who wants to make connections with the coffee industry in Africa. It holds a special place in the hearts of all who have been involved with EAFCA over the years as 2010 marks EAFCA's ten year anniversary as a leader in the regional coffee industry.

Mombasa city, on the beautiful Indian Ocean is East Africa's gateway to the region's most precious coffees. With stunning beaches, marvellous weather, overflowing wealth of cosmopolitan culture and historical heritage, Mombasa offers the perfect backdrop for another successful EAFCA annual conference and exhibition. There is no better place to celebrate EAFCA's 10<sup>th</sup> anniversary!

Coffee producers, roasters, buyers, researchers and other coffee professionals will meet to network; attend captivating conference presentations by renowned world coffee gurus and showcase their finest coffees and related products at the exhibition. The **7<sup>th</sup> African Fine Coffee Conference & Exhibition** will secure EAFCA's position as the leading voice of the African fine coffee industry!

*Improving the Quality of Life Through the Quality of Coffee*

With a jam packed program of seminars and guest speakers, , there will be a lot to learn; plenty to see; endless trade and market opportunities to exploit; a bounty of exciting social activities not to be missed and most importantly the opportunity to be part of EAFCA's incredible history!

Coffee is the second most important and traded commodity in the world and is of immense importance to Africa with smallholder coffee farmers in Eastern and Southern Africa making up a huge percentage of production in the region.

In 2008 for instance, coffee exports from all 10 EAFCA member countries accounted for 9.7% of global coffee production. Despite the global economic downturn, prospects remain bright for high quality, specialty coffees from the region. (International Coffee Organisation - ICO 2008 statistics)

EAFCA has hosted six successful *African Fine Coffee Conferences & Exhibitions*, which have brought the coffee world to Africa and have taken African coffee to the world: in 2004 in Nairobi, Kenya; 2005 in Livingstone, Zambia; 2006 in Kilimanjaro, Tanzania; 2007 in Addis Ababa, Ethiopia; 2008 in Kampala, Uganda and 2009 in Kigali, Rwanda. EAFCA is pleased to be organizing another world class event that promotes the productivity, quality and trade of fine coffees in Africa.

#### **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 of Burundi, Ethiopia, Kenya, Malawi, Rwanda, South Africa, Tanzania, Uganda, Zambia and Zimbabwe.

Established in 2000 and with its Secretariat in Kampala, Uganda, EAFCA's vision is "To Be the World's Leading Origin of Fine Coffees". Through the establishment and promotion of partnerships and networks for its members, EAFCA's mission is to promote the production, quality, consumption and trade of African fine coffees. EAFCA has enabled producers and traders of fine coffees to meet and transact business with key industry buyers. EAFCA members include both private and public sector coffee stakeholders including producers, exporters, international importers, roasters, policy makers, transporters and trade representatives.



Registration for the **7<sup>th</sup>African Fine Coffee Conference & Exhibition** is now OPEN! Visit [www.eafca.org](http://www.eafca.org) or [www.africanfinestcoffee.com](http://www.africanfinestcoffee.com) to register for the conference and exhibition NOW.

**“Early Bird” / pre registration deadline: 31<sup>st</sup> October 2009**

**Registration deadline: 15<sup>th</sup> January 2010**

For further enquiries, please contact:

**Ms. Ludovica Bellingeri**

**CONFERENCE CO-ORDINATOR**

**Cell: +254 (0)721 631 386**

**E-mail: [bellingeri@eafca.org](mailto:bellingeri@eafca.org); [lbellingeri@gmail.com](mailto:lbellingeri@gmail.com)**

*Improving the Quality of Life Through the Quality of Coffee*