



7TH AFRICAN FINE COFFEE CONFERENCE & EXHIBITION



Theme: A Celebration at the Gateway

11th – 13th February 2010 Mombasa, Kenya

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

Coffee Transit Issues to Take Centre Stage of Discussions

The **7th African Fine Coffee Conference & Exhibition** that will be held on 11th – 13th February 2010 in Mombasa, Kenya will offer a wide array of educational seminars, discussions and presentation that promise to be priceless sources of information and that are not to be missed.

This annual conference and exhibition is organized by the Eastern African Fine Coffees Association (EAFCA) and is considered to be the only 5-star coffee event in Africa that caters for the interests of almost all coffee stakeholders both in the region and from overseas and addresses coffee issues that affect both the private and public sector.

For decades African coffee producers and exporters have had to contend with major difficulties in shipping, logistics and transit. EAFCA being a leading authority of the African fine coffee industry is able to serve as a voice for coffee producers and exporters and there is no better place than at the **7th African Fine Coffee Conference & Exhibition** where this matter can be effectively addressed through dialogue and policy reforms.

For instance, a recent study by the Common Market for Eastern and Southern Africa (COMESA) showed that the EAFCA member country, Malawi had the largest volume of paper work to process in order to ship

a container of coffee, while Rwanda had the highest cost of hauling a container of coffee to the port city of Mombasa, Kenya. (COMESA 2008)

EAFCA has assembled an impressive selection of speakers that will focus on the subject of coffee transit issues. This will be an excellent opportunity for discussions and search for possible solutions to reduce the cost of doing business and in turn increase profit margins for the coffee producers and exporters, which can only bode well in the end for the final consumer.

In addition, key coffee policy makers and government officials in the region will have a formal round table discussion with development agencies, NGOs, the civil society and leading producers and exporters to discuss the policy issues and practical measures that can facilitate the logistics and easier movement of coffee across borders.

As always, the conference and exhibition will offer infinite trade and market opportunities to exploit; a bounty of exciting social activities to enjoy and the opportunity to meet fellow coffee professionals and colleagues from around the world!

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 members include both private and public sector coffee stakeholders including producers, exporters, international importers, roasters, policy makers, transporters and trade representatives.

Our vision: To Be the World's Leading Origin of Fine Coffees

Our mission: To Promote the Production, Quality, Consumption and Trade of African Fine Coffees.

EAFCA has hosted six successful *African Fine Coffee Conferences & Exhibitions*: 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 thrilled to be organizing yet another world class event that promotes productivity, quality, trade of fine coffees and their consumption.

Registration for the **7thAfrican Fine Coffee Conference & Exhibition** is OPEN! Visit www.eafca.org or www.africanfinestcoffee.com to register for the conference and exhibition NOW.

Registration deadline: 15th January 2010

For further enquiries, please contact:

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