



REPORT ON THE 50TH INTER-AFRICAN COFFEE ORGANISATION ANNUAL GENERAL ASSEMBLY AND CONFERENCE

Theme: "Coffee Renaissance in Africa; The time is now"

By Communications and Membership Department

1.0 INTRODUCTION

The 50th Inter-African Coffee Organization (IACO) Annual General Assembly and Conference held on the 21st to 25th November 2011 was focused on reviewing steps already taken and way forward for the African Coffee Industry.



IACO is an inter-government organization which brings together 25 coffee growing countries in Africa. The organization was formed in 1960 with the primary objective of creating a common platform to forge a coordinated strategy for development of the coffee industry hence the economies of the African Countries.

Kenya the current chair of the organization hosted the conference at

the Safari Park Nairobi Hotel.

The Eastern African Fine Coffees Association was represented by Mr. Samuel Kamau (Executive Director) and Filtone Sandando (Project Manager) and Mr. Martin Maraka (Programs Associate)

The rationale of participation in the conference was on the premise of promoting CFC/ICO/EU Project (CFC/ICO/45) and raise awareness objective/achievements in the region. Separate meetings were held with the International Coffee Organisation (ICO) delegation on the sidelines of the IACO General Assembly. These meetings were focused on deliberations of the project progress and activities.

2.0 CONFERENCE SESSIONS AND PRESENTATION



The conference had several sessions on highlighting the achievements and challenges with the coffee sector in Africa as well case studies from South America. EAFCA was awarded a slot to make a presentation on the "Private Sector Perspective of the Industry"

In this presentation, the Mr. Kamau (Executive Director) highlighted the efforts by EAFCA to build linkages with in the region with Special emphasis on the CFC/ICO/EU project on building capacity in coffee certification / verification in the EAFCA region.

3.0 EXHIBITION



EAFCA was able to secure a strategic booth space to display their brochures and other materials. The booth that was situated right in front of the main conference entrance was visited by several interested parties including senior IACO delegates during the official booth tour by the Guest of Honour.

4.0 ACHIEVEMENTS

- The team was able to raise more awareness CFC/ ICO /EU project in the region as well as several other projects EAFCA is carrying out through a presentation and exhibition space.
- The team was able finalize discussions for delegates to attend the 9th AFCC & E in Ethiopia as well as secure three exhibitors.
- Strengthen membership and visibility of the EAFCA Brand with in the Kenya Chapter
- Met and Network with delegates from the West Africa who hope join EAFCA come the re-branding to AFCA so as to enjoy several training and benefits associated with EAFCA Membership.

5.0 CONCLUSION



The 50th Inter-African Coffee Organisation (IACO) Annual General Assembly and Conference provided an important platform to promote the awareness and publicity of the CFC/ICO/EU project to the IACO delegates, corporate partners and stakeholders in the 9 EAFCA Countries. It also provided a platform to showcase other activities undertaken by EAFCA in the region.

EAFCA as the Project Executing Agency (PEA) will continue to take advantage of such opportunities in order to publise the project as well as strengthen the EAFCA Brand.