



International Coffee Organization
Organización Internacional del Café
Organização Internacional do Café
Organisation Internationale du Café

ED 2049/08

9 October 2008
Original: English

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Coffee Festival China 2009

1. The Executive Director presents his compliments and wishes to inform Members that a Coffee Festival will take place at the Guangzhou International Convention and Exhibition Centre in Pazhou, Guangzhou, China from 21 to 23 May 2009.

2. The Coffee Festival China 2009 is organized by the Canton Universal Fair Group Ltd., in cooperation with the China (G.Z) Coffee Association and the All-China Bakery Association, and with the support of the Ministry of Foreign Trade and Economic Cooperation and the State Administration of Light Industry. The contact details of the organizers are as follows:

Canton Universal Fair Group Ltd.
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3. A letter of invitation is attached.

INVITATION TO THE 5TH COFFEE FESTIVAL CHINA 2009
21 – 23 MAY 2009

Dear Mr Osorio,

This is Michael Liu from the Coffee Festival China 2009. I cordially inform you that the Coffee Festival China 2009 will be held in the Guangzhou International Convention and Exhibition Centre during the period of 21 – 23 May 2009. This event is organized by the Canton Universal Fair Group Ltd, co-organized by the China (G.Z) Coffee Association and the All-China Bakery Association, and supported by the Ministry of Foreign Trade and Economic Cooperation and the State Administration of Light Industry, P.R. China.

Coffee consumption in China keeps increasing at a rate of 15% in these years and the rate will be higher in the future. According to an estimate, the Chinese coffee market is expected to grow by 70% in total sales volume between 2003 and 2008 to reach 11,073 tons.

Moreover, tariffs on coffee imports are going down, with World Trade Organization commitments calling for the 2003 tariff rate to come down to 10.4% and reach 8% in 2004. As a result, experts have reasons to believe that the coffee market in China is very promising.

The 2008 Coffee Festival China attracted more than 80 well-known coffee related companies and 60,000 professional purchasers from 70 countries. Ninety-four percent of the participants achieved their expected objectives. The Coffee Festival was held simultaneously with the China Bakery Exhibition, which is the largest and most influential one in China. The total exhibition area reaches 36,000 square metres. The two fairs last year attracted more than 650 exhibitors from over 30 countries and about 80,000 visitors.

As we know, your famous Organization has members in the coffee industry, you are cordially invited to organize your members to participate in the Coffee Festival China 2009. We are very appreciative of your kind help.

Welcome to Guangzhou, welcome to China!

Yours sincerely,

Michael Liu
Representative of Coffee Festival China
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