Organization for Social Science Research in Eastern and Southern Africa (OSSREA)

Ethio-Latin Coffee Community of Practice Project

Exchange Visit Report:

World of Coffee Copenhagen 2024

August 2024
Copenhagen, Denmark

WORLD OF COFFEE COPENHAGEN 2024

PARTICIPATION REPORT

Event Name: World of Coffee Copenhagen 2024
Location: Bella Center, Copenhagen, Denmark
Visit Dates: July 26 – July 30, 2024
Participants: Ethiopia, Colombia, Honduras EthioLatinCoffee Teams
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Date of Report: Aug 15, 2024

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Introduction

The World of Coffee event, organized annually by the Specialty Coffee Association (SCA), is a significant gathering for coffee professionals and enthusiasts worldwide. This event serves as a crucial platform for showcasing the latest innovations and trends in the coffee industry, featuring exhibitors from various segments, including equipment manufacturers, bean producers, and specialty coffee brands. The event's comprehensive program includes workshops, lectures, cupping rooms, and various competitions such as the Best New Product and Coffee Design Awards. These activities aim to promote innovation, sustainability, and networking within the coffee community, fostering a collaborative environment where industry professionals can exchange ideas and knowledge.

The World of Coffee Copenhagen 2024 was held from June 27 to June 29 at the Bella Center in Copenhagen, Denmark. This edition marked the largest event in the history of the World of Coffee, with over 400 exhibitors and 12,000 attendees from more than 130 countries. The event featured key competitions including the World Latte Art Championship, World Coffee in Good Spirits Championship, World Coffee Roasting Championship, and the Cezve/Ibrik Championship. Additionally, attendees had the opportunity to participate in the Best New Product Competition, Coffee Design Awards, SCA Lectures and Workshops, Cupping Rooms, and two expanded Roaster Villages. These features provided a comprehensive view of the current state and future directions of the coffee industry, celebrating its diversity and dynamism on a global scale.

The EthioLatinCoffee Community of Practice participated actively in this prestigious event. The EthioLatinCoffee initiative is a collaborative platform that focuses on coffee sustainability, gender equality, and climate resilience within the coffee value chain. It aims to improve gender equality and sustainability in the coffee sector through eco-efficiency, social innovation, and South-South cooperation. The community connects stakeholders from Ethiopia, Colombia, and Honduras, sharing knowledge and experiences to enhance the socio-ecological resilience of the coffee value chain against climate change.

Participants from Ethiopia included Sara Yirga, Beamlak Bekele and Hannan Million from Women in Coffee Ethiopia, and Alemu Tesfaye from the Organization for Social Science Research in Eastern and Southern Africa (OSSREA). Representing Honduras were Kayla Rivera and Karla Lagos from Amucc Honduras. From Colombia, participants included Viviana Narvaez from Technicafe, Fabiola Tombe from Amucc Colombia, and Jasmin Medina from Technicafe. Additionally, Aurora Martin from the Spanish Cooperation Ethiopia attended the event.

EthioLatinCoffee rented a booth in the expo (booth number EF009), which served as a vibrant showcase of the Women, Coffee, and Climate project. The booth highlighted coffee from women producers in Ethiopia, Colombia, and Honduras, along with posters, brochures, and flyers detailing the efforts of these women in the coffee sector. Traditional Ethiopian coffee-making artifacts, such as the Jebena, Rekebot, and coffee cups, were displayed, adding a cultural dimension to the presentation. The booth also featured traditional dresses worn by coffee-producing communities in Colombia, as well as green coffee beans, roasted coffee, and packed coffee from the three countries. This attractive setup emphasized the contributions of women in the coffee industry and showcased the rich cultural heritage and diverse practices associated with coffee production.

The participation of EthioLatinCoffee members in the World of Coffee Copenhagen 2024 facilitated a valuable exchange of knowledge and practices. It allowed members to learn about the latest trends and innovations in the EU and global coffee markets. Moreover, it provided an opportunity to showcase the EthioLatinCoffee Community of Practice platform to a broader audience, highlighting its objectives and achievements in promoting sustainability and gender equality in the coffee sector.

Through their involvement, EthioLatinCoffee members were able to network with international coffee professionals, explore potential collaborations, and gain insights into cutting-edge practices and technologies. This exposure is expected to enhance their efforts in promoting sustainable coffee production and improving the socio-economic conditions of coffee producers in their respective countries. The event underscored the importance of collaborative efforts and knowledge sharing in addressing the challenges faced by the coffee industry, particularly in the context of climate change and gender disparities.

In summary, the World of Coffee Copenhagen 2024 provided a significant platform for EthioLatinCoffee members to engage with the global coffee community, exchange valuable insights, and promote their initiatives aimed at fostering a sustainable and equitable coffee value chain. Their participation highlights the interconnectedness of global coffee markets and the shared commitment to advancing sustainability and social responsibility within the industry. The EthioLatinCoffee booth, with its rich display of coffee products and cultural artifacts, served as a

testament to the hard work and dedication of women in the coffee sector and reinforced the need for ongoing support and recognition of their contributions.

Key Highlights and Activities

Pre-Expo Activities – June 26, 2024

In preparation for the World of Coffee event in Copenhagen, the EthioLatinCoffee team held a strategic meeting to align their efforts and ensure a successful participation. The meeting kicked off with an introduction by Aurora Martin, who provided a comprehensive overview of the event. Aurora emphasized the significance of EthioLatinCoffee's presence at the event, noting how it serves as a vital platform for fostering connections, promoting sustainable practices, and enhancing the visibility of their initiatives. She also addressed logistical considerations dividing the team into three groups, ensuring that the team was well-prepared for the event.

Following Aurora's introduction, Alemu Tesfaye took the floor to provide an in-depth overview of the EthioLatinCoffee Community of Practice (CoP). Alemu explained the establishment of the CoP, highlighting its key achievements and outlining its future goals. He underscored the importance of actively publicizing the CoP to event visitors, stressing that the event was an excellent opportunity to expand the community. To facilitate this, Alemu distributed specially prepared business cards for EthioLatinCoffee, which featured QR codes linking directly to the website, YouTube channel, and a registration page for those interested in joining the community. This initiative aimed to streamline engagement and foster long-term connections with attendees, furthering the reach and impact of EthioLatinCoffee's mission.

Booth Setup and Rearrangements – June 26, 2024:

As part of the final preparations for the World of Coffee exhibition, the EthioLatinCoffee team from Ethiopia, Honduras, and Colombia gathered to set up and optimize the booth. The primary objective was to create an attractive and functional space that would not only draw visitors but also effectively showcase the initiatives of women coffee producers from these three countries.

Before the exhibition officially opened to the public, the team made strategic rearrangements to ensure that the booth was both visually appealing and practical for engaging with visitors. Central to the booth's design were areas dedicated to cupping sessions, where attendees could experience the unique flavors of coffees produced by women in Ethiopia, Honduras, and Colombia. The booth was further enriched with elements that highlighted the cultural diversity and heritage of the participating countries, including a traditional Ethiopian coffee ceremony setup, Colombian traditional attire, and the flags of all three nations.

Additionally, the booth featured an array of brochures, flyers, and coffee beans, meticulously arranged to catch the eye and provide visitors with easy access to information about the EthioLatinCoffee Community of Practice (CoP) and its accomplishments. These efforts not only ensured that the booth was inviting and engaging but also effectively conveyed the rich cultural context and the significant contributions of women in the coffee industry across these regions.

First Day Activities (June 27, 2024) - Official Opening and Visitor Engagement:

The first day of the World of Coffee exhibition marked the official opening of the EthioLatinCoffee booth, drawing visitors from around the globe, including professionals from various levels of the coffee value chain. The primary objective of the day was to engage with these visitors and effectively promote the EthioLatinCoffee initiative.

As the expo commenced, the EthioLatinCoffee team actively engaged with a diverse audience, explaining the mission and activities of the EthioLatinCoffee Community of Practice (CoP). They highlighted the significant contributions of women in the coffee value chain, emphasizing their role in producing high-quality specialty coffee for the global market. Visitors showed keen interest in the initiative, asking numerous questions, to which the team responded with detailed insights into their practices, achievements, and the impact of their work.

The day also provided valuable networking opportunities. Coffee producers who were part of the team had the chance to interact directly with potential business partners, discussing possibilities for collaboration and exploring new business deals. These interactions not only promoted the EthioLatinCoffee initiative but also opened doors for future partnerships that could further enhance the visibility and impact of women in the coffee industry. Here are some of the highlights of the day:

1. **Cupping Session with a Colombian Coffee Organization:**

   The EthioLatinCoffee team participated in a cupping session organized by a Colombian coffee organization, aimed at exchanging knowledge and experiences on coffee cupping

techniques and quality assessment. This session provided a valuable opportunity for the team to compare cupping practices with their Colombian counterparts, allowing them to share insights into the distinct flavor profiles of coffees from their respective regions. The discussion highlighted the unique attributes that make these coffees stand out in the global market, deepening the team's understanding of the quality aspects that are highly valued by international consumers. Additionally, this collaborative experience helped build strong connections with Colombian coffee professionals, offering both teams the chance to learn from each other and apply these lessons to enhance the quality and marketability of their coffees.

2. Workshop on Certification:

The EthioLatinCoffee team members attended a comprehensive workshop focused on understanding the various certification processes in the coffee industry, such as Fair Trade, Organic, and Rainforest Alliance. The objective of this workshop was to gain a deeper understanding of how these certifications impact coffee quality and enhance market access. During the session, the presenters outlined the numerous benefits that certification offers to coffee producers, including the potential for higher prices, improved marketability, and greater consumer trust. The workshop also detailed the specific steps involved in obtaining these certifications, from the initial application to ongoing compliance with stringent environmental and social standards. Furthermore, the discussion emphasized the significant market advantages that certified coffees can offer, particularly in accessing premium markets that prioritize sustainability and ethical sourcing. This knowledge is crucial for EthioLatinCoffee members as it equips them with the necessary insights to support their communities in meeting international standards, thereby enhancing their ability to enter and thrive in competitive global markets.

3. **Visiting Ethiopian Coffee Association Booth:**

The EthioLatinCoffee team visited the booths of the Ethiopian Coffee Association with the objective of networking and promoting the EthioLatinCoffee initiative. During the visit, the team actively distributed EthioLatinCoffee business cards and shared detailed information about their ongoing projects and initiatives. This outreach was designed to build and strengthen relationships with key stakeholders within the Ethiopian coffee sector. By engaging in these conversations, the team sought to foster collaboration and mutual support, creating opportunities for future partnerships that could enhance the impact and reach of the EthioLatinCoffee Community of Practice. This activity was crucial in aligning with influential industry players and ensuring that EthioLatinCoffee's mission and efforts were well represented within the broader Ethiopian coffee community.

4. **Cocktail Event with CBI (Centre for the Promotion of Imports from developing countries (CBI); Netherlands Enterprise Agency (RVO), Ministry of Economic Affairs and Climate (EZK):**

The EthioLatinCoffee team participated in a cocktail event hosted by CBI with the objective of engaging with international coffee professionals and exploring potential collaboration opportunities. This event served as a valuable platform for networking with prominent leaders in the coffee industry. During the evening, the team had the opportunity to meet and converse with key figures, including the program manager of CBI and the Executive Director of the African Fine Coffees Association (AFCA). These influential professionals expressed genuine interest in the EthioLatinCoffee initiative, recognizing its potential and the value it brings to the coffee sector. The interactions during this event not only enhanced EthioLatinCoffee's visibility but also opened up promising avenues for

future collaborations and knowledge exchange, laying the groundwork for strategic partnerships that could further the goals of the EthioLatinCoffee Community of Practice.

Second Day Activities (June 28, 2024):

1. **Visitors of the booth:**

While some team members remained at the booth to engage with visitors, others took the opportunity to attend workshops, explore other booths, and actively work on strengthening the network of Ethiolatincoffee. The booth attracted a steady stream of visitors, providing valuable opportunities for interaction and networking. Notably, the team had a productive meeting with Mrs. Lina Granados of the International Women's Coffee Alliance (IWCA), where they consulted with her to clarify specific doubts and gain insights into ongoing initiatives. Additionally, they met with a representative from FLO FAIR TRADE certifications to discuss and address concerns regarding dual membership, ensuring that the community's practices align with certification standards. These meetings were crucial in building relationships and enhancing the team's understanding of key issues affecting the coffee industry.

2. **Workshop on Circular Economy:**

The EthioLatinCoffee team attended a workshop on the circular economy, with the objective of exploring sustainable practices within the coffee industry. The workshop provided an in-depth discussion on the principles of the circular economy and how they can be applied to coffee production. Key topics included strategies for waste reduction, the recycling of materials, and innovative uses of coffee by-products, such as converting them

into alternative income sources. This knowledge is directly aligned with EthioLatinCoffee's commitment to promoting sustainability and implementing eco-friendly practices throughout the coffee value chain. During the workshop, Sara Yirga, a key member of the team, participated in a presentation and panel discussion. She emphasized the significant potential of utilizing coffee by-products not only as a means of generating additional income for coffee producers but also as a solution to address environmental challenges associated with coffee production. This engagement underscored EthioLatinCoffee's role in advocating for sustainable innovations in the industry.

3. **Booth Visit by the Ethiopian Ambassador to Denmark with a full Ministerial Status:**

The EthioLatinCoffee team had the honor of welcoming the Ethiopian Ambassador to Denmark, who holds ministerial status, to their booth at the World of Coffee event. The primary objective of this visit was to gain support and recognition for the EthioLatinCoffee initiative. During the ambassador's visit, the team showcased their various projects and highlighted the significant achievements of the EthioLatinCoffee Community of Practice. This interaction provided a valuable opportunity to convey the critical message of how essential governmental support is in promoting sustainable coffee practices and advancing gender equality within the coffee sector. By emphasizing these points, the team sought to

strengthen their relationship with governmental bodies and secure further backing for their ongoing efforts to empower women and promote sustainability in coffee production.

4. **A visit from Peruvian government official:**

   A representative from Peru visited the EthioLatinCoffee booth with the objective of learning more about the EthioLatinCoffee Community of Practice (CoP) and offering feedback and encouragement to the women coffee producers involved. During the visit, the Peruvian representative expressed deep appreciation for the EthioLatinCoffee initiative, particularly its efforts in empowering women and promoting sustainable practices within the coffee industry. This acknowledgment served as a powerful validation of the team's hard work and dedication, reinforcing the impact of their efforts. The positive feedback provided by the representative motivated the team to continue striving for excellence in their mission to advance gender equality and sustainability in coffee production.

Third Day Activities (June 29, 2024)

1. **Cupping Session:**

   The EthioLatinCoffee team organized a cupping session with the primary objective of showcasing the exceptional quality of their coffee and engaging with a diverse group of international tasters, including potential buyers and industry experts. This session was an opportunity to present the unique and carefully cultivated coffees produced by women from Ethiopia, Honduras, and Colombia—each known for its distinct flavor profiles and regional characteristics.

   During the cupping session, attendees were guided through the tasting process, where they sampled various coffee varieties, each representing the rich cultural heritage and meticulous farming practices of the women producers. The session emphasized not only the superior quality of the coffee but also the unique attributes that distinguish these coffees on the global stage, such as the intricate flavor notes, the balance of acidity and body, and the aroma profiles that are characteristic of each region.

   The interactive nature of the cupping allowed the EthioLatinCoffee team to engage directly with tasters, discussing the nuances of coffee quality, the sustainable practices employed in cultivation, and the significance of women's roles in the coffee production process. This direct engagement helped build a deeper appreciation among attendees for the hard work and dedication that goes into producing such high-quality coffee.

   The positive feedback from international tasters validated the efforts of the women producers and the EthioLatinCoffee initiative, with many expressing genuine interest in exploring future business opportunities. The session not only served as a platform to demonstrate the coffee's excellence but also acted as a catalyst for forging new relationships with buyers and other stakeholders in the coffee industry. By the end of the session, it was clear that the EthioLatinCoffee team had successfully captured the attention and interest of potential partners, setting the stage for potential collaborations and expanded market access for the women producers they represent.

2. **Visit by Honduran Vice Minister:**

The EthioLatinCoffee booth was honored by the visit of the Honduran Vice Minister for Coffee, whose presence underscored the event's significance and the high-level support for the initiative. The primary objective of this visit was to foster deeper engagement and reinforce the collaborative efforts between EthioLatinCoffee and Honduran officials, particularly in promoting the role of women in the coffee industry.

During the visit, the Vice Minister actively participated in the cupping session, experiencing firsthand the quality of the coffee produced by women from Honduras, Ethiopia, and Colombia. This interaction provided a platform to highlight the shared commitment of both EthioLatinCoffee and the Honduran government to empowering women in the coffee sector. The Vice Minister's participation not only symbolized official support but also strengthened the relationship between EthioLatinCoffee and key stakeholders in Honduras, paving the way for future collaborations aimed at advancing sustainable practices and gender equality within the coffee value chain. The visit was a powerful demonstration of solidarity and mutual commitment to the goals of EthioLatinCoffee, further validating the initiative's impact and potential for growth.

3. Visit by Superacafe

Ricardo Oteros, a businessman from Supracafe in Spain, visited the EthioLatinCoffee booth, where he engaged in in-depth discussions with the participating partners. During his visit, he took a keen interest in the various initiatives being showcased and spent considerable time understanding the efforts of the EthioLatinCoffee Community of Practice. Oteros also participated in the cupping session organized by the team, where he sampled coffees produced by women from Ethiopia, Honduras, and Colombia. Throughout the session, he shared valuable insights with the team, offering a detailed analysis of the flavor profiles and providing feedback that could help enhance the quality and marketability of their products. Furthermore, Oteros discussed the nuances of the EU coffee market, offering advice on how to navigate its complexities and capitalize on emerging opportunities. His perspectives on the event as a whole were also enlightening, as he highlighted key trends and potential areas for growth within the specialty coffee sector. His visit and contributions were highly appreciated, as they provided the EthioLatinCoffee team with strategic insights and a better understanding of how to position their products within the competitive European market.

4. **Participation of Q Grader from IMA Italy:**

During the cupping session, the EthioLatinCoffee team had the privilege of receiving expert feedback on their coffee quality from a Q Grader from IMA Italy, a renowned specialist in coffee processing and packaging. The objective of this interaction was to gain professional insights into the quality and market potential of the coffee produced by women from Ethiopia, Honduras, and Colombia.

The Q Grader's participation was highly valuable, as he brought a deep understanding of coffee evaluation and industry standards. Through their detailed analysis, they provided the team with crucial feedback on various aspects of the coffee, including flavor profile, aroma, body, and overall balance. This expert input not only affirmed the high standards of EthioLatinCoffee's products but also highlighted areas where further refinements could enhance their appeal in the global market.

Additionally, the Q Grader offered insights into the latest trends and consumer preferences in the specialty coffee market, helping the team to better position their products for success. Their feedback was instrumental in identifying the strengths of EthioLatinCoffee's offerings and in strategizing how to maximize their market potential, thereby ensuring that the products stand out in a competitive marketplace.

5. **Distribution of Business Cards:**

   In an effort to expand the EthioLatinCoffee network, the team undertook a strategic initiative to distribute business cards across various booths at the expo. This outreach included engaging with representatives from a wide array of regions, such as Brazil, Uganda, Kenya, Rwanda, Papua New Guinea, Peru, Costa Rica, and the International Trade Centre (ITC). The purpose of this activity was to build meaningful connections with coffee professionals from these diverse areas, exploring potential collaborations that could enhance EthioLatinCoffee's impact on the global coffee industry. By sharing their contact information and highlighting the EthioLatinCoffee initiative, the team aimed to establish relationships that could lead to future partnerships, facilitate knowledge exchange, and open new opportunities for promoting sustainable practices and empowering women within the coffee value chain. This networking effort was a crucial step in positioning EthioLatinCoffee as a key player in the international coffee community, fostering alliances that align with their mission and expanding their influence across different markets.

6. **Video Interviews with Partners:**

   As part of the efforts to document and promote EthioLatinCoffee's activities, the team conducted a series of video interviews with key partners. The objective of these interviews

was to capture the experiences and perspectives of those involved in the initiative, providing authentic insights into the impact of EthioLatinCoffee's work. During these interviews, partners shared their thoughts on the significance of the initiative, the benefits of international collaboration, and the positive changes they have witnessed in the coffee communities involved. These videos are intended to be used for promotional purposes, serving as powerful tools to showcase the successes of EthioLatinCoffee and to highlight the vital role that global partnerships play in advancing sustainable coffee practices and empowering women in the coffee industry. By sharing these stories, EthioLatinCoffee aims to inspire further support and collaboration, demonstrating the far-reaching impact of their initiatives on both local and international levels.

Additional Activities

- **Visiting Attractions in Copenhagen:**

  To strengthen the network among team members and discuss future directions for EthioLatinCoffee, the team took the opportunity to visit some of Copenhagen's attractions. This outing provided a relaxed and informal setting for team members to bond, fostering a sense of camaraderie and shared purpose. Amidst exploring the city's sights, the team engaged in meaningful discussions about future strategies for EthioLatinCoffee, focusing particularly on ways to support women coffee producers in Ethiopia, Honduras, and Colombia in accessing the EU market. These conversations were crucial in aligning the team on long-term goals, identifying collaborative efforts that could enhance market access, and advancing sustainability practices. The informal environment allowed for open and creative exchanges, ensuring that all team members were on the same page regarding the vision for EthioLatinCoffee and the steps needed to achieve it.

Lessons Learned and Knowledge Acquired by the EthioLatinCoffee Team

1. Community Engagement and Support for Women Coffee Producers:

At the World of Coffee Expo, representatives from EthioLatinCoffee engaged with a global audience, emphasizing the critical importance of community engagement and targeted support for women coffee producers. Discussions with international participants highlighted how strong local networks and better access to resources can significantly enhance productivity and quality. These interactions underscored the need for more focused training programs, particularly in coffee processing and marketing, to help women scale their operations and compete effectively in international markets. The expo illustrated that building a supportive community and investing in skill development are key strategies for achieving success in the global coffee industry.

2. Sustainability and Certifications:

The World of Coffee Expo provided an invaluable platform for EthioLatinCoffee participants to observe the market advantages of sustainable farming practices and certifications like Fair Trade

and Organic. Through interactions with global leaders and experts, it became evident that these certifications not only open doors to better market access but also ensure higher prices for producers. The event highlighted the importance of expanding certification programs and educating farmers on the long-term benefits of sustainability, crucial for achieving both economic and environmental goals. Participants learned that embracing sustainability and certification can significantly enhance their competitiveness and market presence.

3. Innovation and Collaboration in Coffee Processing:

Participation in the World of Coffee Expo allowed EthioLatinCoffee representatives to witness the latest innovations in coffee processing and the impactful results of collaborative projects. Engaging with other exhibitors and industry experts demonstrated how technological advancements can lead to substantial improvements in coffee quality and productivity. The expo emphasized the need for continuous innovation and the adoption of best practices throughout the coffee value chain. Participants gained valuable insights into how staying ahead in the industry requires a commitment to innovation and collaboration, essential for maintaining competitiveness and fostering growth in the global coffee market.

4. Cross-Sector Findings:

- **Sustainability:** Across all sectors, there was a strong emphasis on sustainability. Participants recognized the necessity of implementing environmentally friendly farming methods, reducing waste, and recycling coffee by-products. These practices were seen as essential for both environmental protection and the long-term economic viability of coffee farming. Integrating sustainable practices into every stage of the coffee value chain was deemed crucial for the future success of the industry.
- **Women Empowerment:** The critical role of women in the coffee sector was consistently highlighted throughout the event. There was widespread agreement on the importance of supporting women coffee producers through targeted training, improved access to finance, and expanded market opportunities. Empowering women was identified as a key strategy for enhancing the socio-economic conditions of coffee-producing communities and achieving broader development goals.
- **Market Access:** Participants emphasized the importance of gaining access to international markets, particularly within the EU. Discussions highlighted the significant role that certifications and branding play in enhancing marketability. There was a shared understanding of the need to build strong market linkages and promote the unique qualities of coffee from different regions to succeed in these competitive markets.

5. Best Practices and Innovative Approaches:

- **Circular Economy Practices:** One of the highlight of the event was a workshop on utilizing coffee by-products as alternative income sources while addressing environmental challenges. This circular economy approach not only reduces waste but also creates additional revenue streams for farmers, demonstrating a practical way to combine economic and environmental benefits.

- **Certification Programs:** The workshop on certification standards, particularly Fair Trade and Organic coffee, showcased how these programs have successfully improved market access and ensured better prices for coffee producers. These certifications were recognized as best practices that contribute to both sustainability and economic gains, and their broader adoption was strongly recommended.

6. Success Stories:

- **High Visitor Attraction and Awareness Creation:**

The EthioLatinCoffee booth was a standout attraction at the World of Coffee Expo, drawing significant attention from visitors representing various sectors of the coffee industry. The booth's dynamic setup, which included coffee tastings, cultural elements like the Ethiopian coffee ceremony, and interactive displays, captivated attendees from around the world. This high level of interest provided the EthioLatinCoffee team with invaluable opportunities to raise awareness about their initiatives. They were able to effectively communicate the mission and achievements of the EthioLatinCoffee Community of Practice (CoP), emphasizing the critical role of women in the coffee value chain and the importance of sustainable practices. The exposure gained through these interactions significantly enhanced the visibility of EthioLatinCoffee on the global stage, laying the groundwork for future partnerships and collaborations.

- **Networking Opportunities and Strategic Connections:**

The event facilitated numerous networking opportunities, allowing the EthioLatinCoffee team to connect with key stakeholders from across the coffee industry. These interactions included meetings with representatives from international organizations, certification bodies like FLO FAIR TRADE, business people and influential figures. Through these connections, the team was able to discuss potential collaborations, share best practices, and explore new avenues for expanding their impact. Notably, the engagement with leaders from the International Women's Coffee Alliance (IWCA) provided insights into global initiatives supporting women in coffee, reinforcing the team's commitment to gender equality and empowerment within the sector. These networking efforts not only expanded EthioLatinCoffee's reach but also enriched the team's understanding of global coffee trends and the importance of strategic alliances.

- **Deepening Understanding of the EU Coffee Market and Industry Practices:**

Participation in the World of Coffee Expo offered the EthioLatinCoffee team a unique opportunity to gain a deeper understanding of the European Union (EU) coffee market, which is one of the largest and most competitive coffee markets in the world. Through discussions with industry experts and participation in workshops, the team learned about the specific preferences of EU consumers, the importance of certifications, and the stringent standards required for market entry. Additionally, the expo provided insights into various aspects of the coffee industry, including packaging innovations, roasting techniques, and the latest trends in coffee processing. These learnings are crucial for EthioLatinCoffee as they work to position

their products more effectively in the European market, ensuring they meet the high expectations of EU consumers and buyers.

- **Exposure to Industry Innovations and Best Practices:**

The World of Coffee Expo served as a hub of innovation, where the EthioLatinCoffee team was exposed to the latest developments in the coffee industry. From advanced coffee processing technologies to sustainable packaging solutions, the expo showcased cutting-edge practices that could be adopted to enhance the quality and marketability of products. The team's participation in workshops and presentations, such as those on circular economy practices and collaborative projects, provided them with actionable insights that could be applied to improve their operations. This exposure to industry innovations reinforced the importance of continuous learning and adaptation, which are essential for staying competitive in the rapidly evolving global coffee market.

- **Strengthening Cultural Representation and Brand Identity:**

The traditional Ethiopian coffee ceremony conducted at the booth was not only an attraction for many visitors, but also as a powerful tool for cultural representation. It highlighted the rich heritage of Ethiopian coffee, creating a memorable experience for visitors and reinforcing the unique identity of Ethiopian coffee. T

- **Recognition and Validation of EthioLatinCoffee's Efforts:**

The attention and feedback received from visitors and industry leaders at the expo validated the hard work and impact of the EthioLatinCoffee initiative. The positive responses from participants, particularly those interested in high-quality, sustainably produced coffee, confirmed that EthioLatinCoffee's focus on gender empowerment, sustainability, and quality aligns with global market trends and demands. This recognition boosts the credibility of EthioLatinCoffee and encourages the team to continue pushing forward with the mission to empower women and promote sustainable practices in the coffee industry.

These success stories highlight the significant achievements and opportunities that arose from EthioLatinCoffee's participation in the World of Coffee Expo. The event not only increased the visibility of the initiative but also provided invaluable insights, connections, and validation that will drive future growth and impact.

7. Lessons for Replication:

- **Promote Sustainability:** Encourage the widespread adoption of circular economy practices and sustainability certifications. Provide training and resources to farmers on sustainable farming methods and the economic benefits of obtaining certifications. By integrating these practices, coffee producers can enhance their market appeal while contributing to environmental conservation.
- **Support Women:** Develop and implement targeted programs to support women coffee producers, including offering specialized training, improving access to finance, and

creating strong market linkages. Promoting gender equality within the coffee sector is essential for fostering inclusive growth and ensuring that women have the tools and opportunities needed to succeed.

- **Enhance Market Access:** Focus on building strong market linkages and promoting the unique qualities of regional coffee through certifications and branding. Engage in international trade shows and networking events to expand market access and visibility. These strategies will help differentiate coffee products in the global market and drive demand for high-quality, ethically produced coffee.

8. Knowledge Acquired:

- **Continuous Learning and Innovation:** The event underscored the importance of staying at the forefront of technological advancements and industry practices. To remain competitive, EthioLatinCoffee must prioritize ongoing education and innovation in empowering women in both coffee production and marketing. This commitment to continuous improvement will be key to maintaining and enhancing market position in an ever-evolving industry.
- **Networking and Collaboration:** The importance of creating and nurturing networks was reinforced during the event. These networks serve as vital bridges, connecting EthioLatinCoffee with key players in the global coffee industry, enabling collaboration, knowledge exchange, and market expansion. The event demonstrated how effective networking can open doors to new opportunities and strengthen existing partnerships.

Recommendations

1. Establish a Joint Working Team for Future Events:

- **Strategic Planning and Coordination:** For future participations in events like the World of Coffee Expo, it is essential to establish a joint working team comprising representatives from the EthioLatinCoffee CoP, member institutions, and key stakeholders. This team would be responsible for defining the guidelines and strategies for upcoming events, ensuring that all aspects of participation are well-coordinated and aligned with the overarching goals of EthioLatinCoffee. The team should focus on setting clear objectives, identifying target audiences, and creating a comprehensive plan that includes booth design, promotional materials, and key messages to be conveyed at the event.
- **Resource Allocation and Budgeting:** The working team would also oversee resource allocation and budgeting, ensuring that the necessary funds, materials, and personnel are available to maximize the impact of EthioLatinCoffee's participation. By coordinating these efforts, the team can prevent logistical issues and ensure that the booth is well-prepared to attract and engage visitors.

2. Secure Participation of Institutions and Strengthen Collaboration:

- **Inclusive Planning and Decision-Making:** It is crucial to ensure the active participation of all institutions that are part of the EthioLatinCoffee Community and the Women's Project in the planning and execution of events. This includes organizing regular meetings

where representatives from these institutions can contribute ideas, share resources, and collaborate on strategies to enhance the visibility and impact of EthioLatinCoffee. Involving a diverse range of stakeholders will enrich the planning process and ensure that different perspectives and expertise are leveraged.

- **Long-Term Collaboration and Sustainability:** These institutions should also work together to secure resources for the next phase of the community, focusing on sustainability and long-term growth. By organizing joint meetings and developing collaborative strategies, the EthioLatinCoffee CoP can ensure that the momentum gained from participating in events like the World of Coffee Expo is sustained and that the community continues to thrive. Collaboration should extend beyond event participation, encompassing joint projects, research, and advocacy efforts that align with the community's goals.

3. Define Regular Executive Meetings for Progress Assessment:

- **Monitoring and Evaluation:** To maintain momentum and ensure that strategies are effectively implemented, it is recommended to establish regular executive meetings to assess progress and identify necessary actions. These meetings should be scheduled at consistent intervals (e.g., monthly or quarterly) and involve key decision-makers from the EthioLatinCoffee CoP. The meetings would provide a platform for reviewing the outcomes of past events, evaluating the success of ongoing initiatives, and making adjustments to strategies as needed.
- **Actionable Follow-Up Plans:** Each meeting should conclude with clear, actionable follow-up plans that outline specific tasks, deadlines, and responsible parties. This approach ensures accountability and keeps the team focused on achieving the community's goals. Regular assessments also allow for the timely identification of challenges and opportunities, enabling the EthioLatinCoffee CoP to remain agile and responsive to changing circumstances.

4. Expand Training and Capacity Building Initiatives:

- **Skill Development for Women Producers:** Building on the success of events like the World of Coffee Expo, there should be a concerted effort to expand training and capacity-building initiatives for women coffee producers. These programs should focus on enhancing skills in areas such as coffee processing, marketing, financial management, and sustainable farming practices. By investing in the development of women producers, EthioLatinCoffee can ensure that women in the coffee value chain are well-equipped to compete in international markets and lead successful coffee enterprises.
- **Workshops and Knowledge Sharing:** Regular workshops and knowledge-sharing sessions should be organized within the EthioLatinCoffee CoP to disseminate best practices, share insights gained from international events, and keep members informed about industry trends. These activities will help build a strong, informed community that is capable of driving innovation and excellence in the coffee sector.

5. Strengthen Market Access and Branding Efforts:

- **Market Linkages and Certification Support:** To enhance market access, EthioLatinCoffee should focus on finding ways on how to build strong linkages with international buyers, particularly in the EU, where demand for high-quality, certified coffee is strong. The community should provide support to producers in obtaining and maintaining certifications such as Fair Trade and Organic, which are critical for accessing premium markets. Additionally, EthioLatinCoffee should help in branding efforts to promote the unique qualities of women coffee products.
- **Engagement in International Trade Shows:** EthioLatinCoffee should continue to actively participate in international trade shows and networking events, using these platforms to showcase the products of women coffee producers, engage with potential buyers, and forge new partnerships. By maintaining a strong presence at these events, the community can expand the market reach and increase demand for women coffee products.

6. Foster Innovation and Technological Adoption:

- **Adoption of New Technologies:** EthioLatinCoffee should work with other institutions to create awareness about the adoption of new technologies in coffee processing, packaging, and marketing for women in the coffee value chain to stay competitive in the global market. This includes exploring innovations in areas such as sustainable packaging, digital marketing, and advanced processing techniques that can enhance product quality and appeal.
- **Research and Development Collaboration:** Collaborating with research institutions and industry experts to explore new methods and technologies can also be beneficial. EthioLatinCoffee should establish partnerships with organizations that specialize in coffee research and innovation to stay ahead of industry trends and continuously improve coffee products of women in the value chain.

Conclusion

The World of Coffee Expo was an exceptionally significant event for EthioLatinCoffee members as women representing the value chains in Ethiopia, Honduras, and Colombia. It offered a unique platform to not only showcase our coffees and the cultivation practices behind them but also to highlight the social initiatives we are advancing within our respective organizations. The experience was both empowering and enriching, as it allowed us to demonstrate the impact of our work on gender empowerment and sustainability in the coffee industry.

Our participation provided invaluable opportunities to establish connections with international clients, NGOs, and companies eager to learn about and collaborate with EthioLatinCoffee. These interactions are crucial as we strive to pool our efforts, knowledge, and experiences to address and overcome the economic, productive, social, and cultural challenges that women in the coffee industry face.

As part of Women in Coffee in Colombia, Ethiopia and Honduras, we are committed to continuing our contribution to the industry by sharing our experiences and supporting other women in the sector. The event also underscored the importance of networking with like-minded individuals and institutions who share our vision of value creation and social impact. Moving forward, we are more motivated than ever to build on

the relationships and insights gained at the expo, further advancing our mission to empower women and promote sustainable practices in the global coffee value chain.