TÜRKİYE ODALAR VE BORSALAR BİRLİĞİ

Dumlupınar Bulvarı No:252 (Eskişehir Yolu 9. Km.) 06530 /ANKARA www.tobb.org.tr - tobb@hs01.kep.tr

Sayı : E-34221550-720-10430 **Tarih**: 26.09.2023
Konu : OIC Kahve Buluşması Kamerun

TÜM ODA VE BORSALARA
(Genel Sekreterlik)

İlgi : İslam Ticaretin Geliştirilmesi Merkezi'nden alınan 18.09.2023 tarihli e-posta.

İlgide kayıtlı e-postada, 28-29 Kasım 2023 tarihlerinde Kamerun Cumhuriyeti'nin Yaoundé şehrinde "OIC Kahve Buluşması Kamerun" etkinliğinin düzenleneceği iletilmekte ve program detayları ekte sunulmaktadır.

Bilgilerinizi ve ilgili üyelerinize duyurulmasını rica ederim.

Saygılarımla,

e-imza
Ali Emre YURDAKUL
Genel Sekreter Yardımcısı

EK: İlt_ 241 -2023 OIC Coffee Meet Cameroune Yaoundé Republic of Cameroun 28-29 November 2023 (18 sayfa)

From: INFO
Sent: Mon, 18 Sep 2023 14:20:40 +0000
To: ebys
Subject: İlt: 241 -2023 OIC Coffee Meet Cameroune Yaoundé Republic of Cameroun 28-29 November 2023
Attachments: 241- 2023 EN Chamber of Commerce & Industry.pdf, Eng Brochure OIC Coffee Meet Cameroon.pdf

Gönderen: icdt@icdt-oic.org <icdt@icdt-oic.org>
Gönderildi: 18 Eylül 2023 Pazartesi 15:38
Bilgi: 'Mamoudou Sall'; ghita
Konu: 241 -2023 OIC Coffee Meet Cameroune Yaoundé Republic of Cameroun 28-29 November 2023

Greetings,

The Islamic Centre for Development of Trade has the honor to send you the verbal note as well as the Brochure of «OIC Coffee Meet Cameroun» that will be held in Yaoundé - Republic of Cameroun on the 28-29 November 2023.

The ICDT is kindly requesting the OIC Chamber of Commerce and Industry to disseminate this information to the private sector and Trade related Instutions of your country.

The Islamic Centre for Development of Trade avails itself of this opportunity to renew to the OIC Chamber of Commerce and Industry assurances of its highest consideration.

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Gelen Evrak Tarih Sayı: 18.09.2023 - 34741

OIC COFFEE MEET

28 – 29 November 2023

Yaoundé – Republic of Cameroon

PARTICIPANT'S GUIDE

ORGANIZERS

TECHNICAL PARTNER

mazars

Gelen Tarih Sayı: 27.09.2023 - 5353

COFFEE MEET

INTRODUCTION

The Islamic Centre for Development of Trade (ICDT), the Ministry of Trade (MINCOMMERCE) of the Republic of Cameroon and the Arab Bank for Economic Development in Africa (BADEA), in collaboration with the Interprofessional Cocoa and Coffee Council (CICC), are organizing the 1st OIC Coffee Meet Cameroon on 28-29 November 2023 in Yaoundé, Republic of Cameroon.

This meeting aims at promoting trade and investment flows in the coffee industry among OIC Member States, in order to develop sustainable and fair-trade solutions while increasing investment opportunities and in particular between Cameroon and OIC Importing Countries.

One of the most widely consumed beverages globally and a highly traded commodity is coffee.

The largest producers of coffee are Brazil, Viet Nam, and Colombia, while the European Union and the United States are the largest markets for consumption and importation. The coffee market continues to expand due to increasing demand in emerging economies and a rising interest in specialty coffee and product innovations in developed nations.

However, recurrent market imbalances and unequal income distribution among players can jeopardize the livelihoods of millions of small-scale producers. To remain productive and competitive within the beverage industry, the sector must rely on innovation and new technologies. Unfortunately, coffee is exported at an early stage of the value chain, resulting in minimal value addition in the producing countries.

Nevertheless, coffee can contribute to achieving the Sustainable Development Goals (SDGs) by generating income, creating employment in rural areas, and alleviating poverty. With coffee culture rapidly growing worldwide, consumption is expanding in both importing and exporting countries.

THE COFFEE MARKET

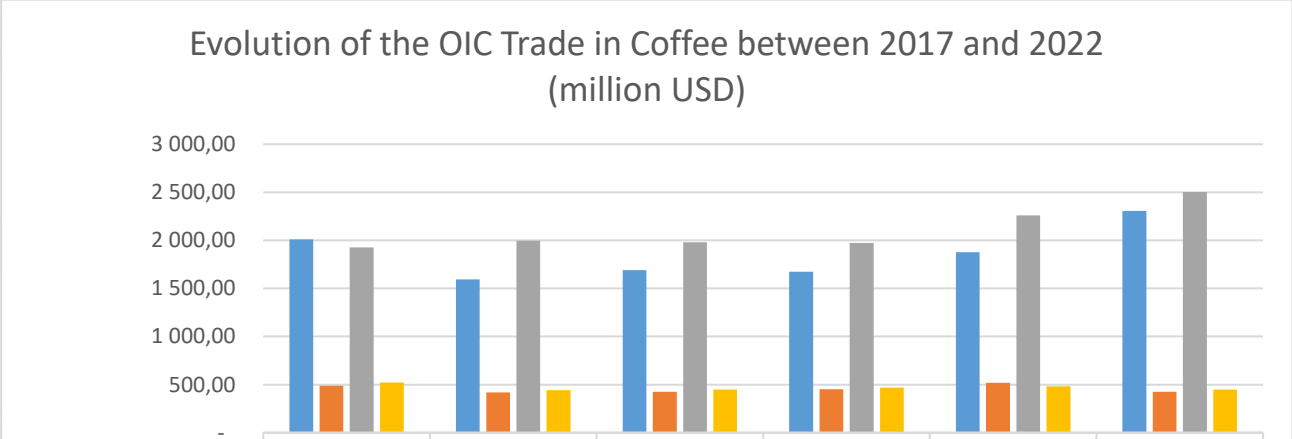
The Global Market

According to the US Department of Agriculture, global coffee production for 2022/23 is expected to increase by 7.8 million bags, reaching 175 million bags compared to the previous year. Global consumption is projected to rise by 1.81 million bags, reaching 167 million bags, with the strongest increases seen in the European Union, the United States of America, Japan, and Brazil. Global exports are expected to be higher due to gains in Brazil and Indonesia. Closing stocks are anticipated to be 2.1 million bags higher than the previous year, reaching 34.7 million bags, following a significant reduction the previous year.

In 2022, global coffee exports reached a value of $46.33 billion USD, marking a 42.70% growth compared to 2017, primarily driven by increased production and surges in coffee prices worldwide.

The Coffee Market of the OIC

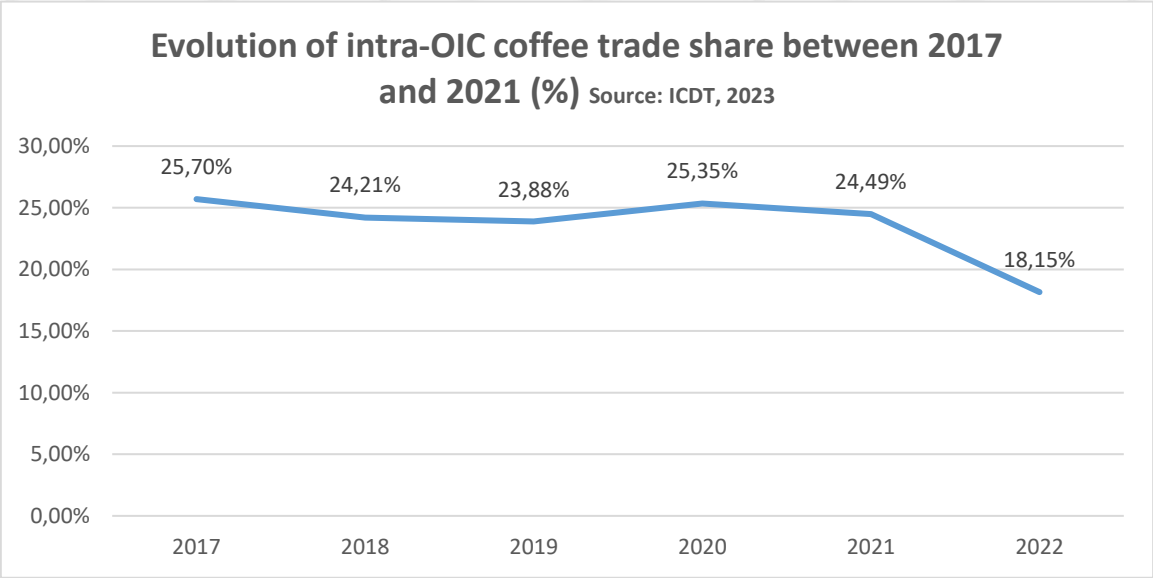
The coffee industry is one of the most developed sub-sectors in OIC countries in Asia, the Middle East, and certain African countries.



	2017	2018	2019	2020	2021	2022
OIC World Exports	2 009,97	1 592,79	1 689,81	1 674,46	1 876,56	2 307,94
Intra-OIC Exports	490,30	419,25	424,44	453,00	518,34	425,56
OIC World Imports	1 927,17	1 996,73	1 980,66	1 974,53	2 258,83	2 503,48
Intra-OIC Imports	520,41	441,23	448,52	467,07	482,24	447,32

The main OIC importing countries of coffee in 2022 (with imports exceeding $2 million USD) include Türkiye, Saudi Arabia, Malaysia, United Arab Emirates, Egypt, Morocco, Algeria, Jordan, Indonesia, Lebanon, Lybia, Kuwait, Syria, Qatar, Sudan, Tunisia, Kazakhstan Iran, Bahrein and Maldives.

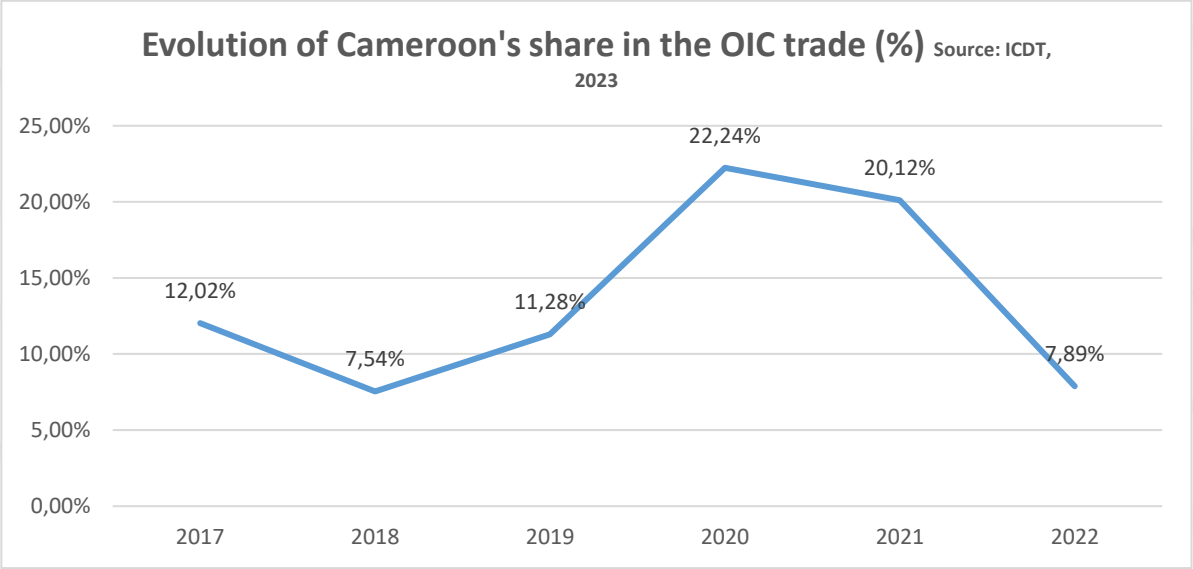
The share of intra-OIC trade decreased by 29% between 2017 and 2022 due to the COVID-19 pandemic in 2020.



Coffee Trade between Cameroon and the OIC

In Cameroon, a total of 260,000 60-kilogram bags of coffee valued at $23.34 million were exported during the 2020/2021 season, compared to 235,000 60-kilogram bags valued at $27.56 million during the 2019/2020 season.

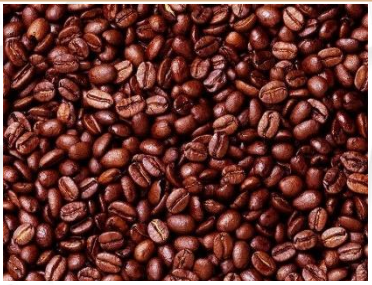
Cameroonian coffee is exported to OIC countries such as Algeria, Senegal, Gabon, Morocco, Albania, United Arab Emirates, Guinea, Chad, Côte d'Ivoire, and Lebanon, totalling more than $6.94 million USD.



It's worth noting that, according to the National Cocoa and Coffee Board, Cameroon experienced the negative effects of the Covid-19 pandemic, particularly on its coffee production in 2020. However, the country has seen a significant increase in coffee production during the 2021-2022 campaign, totalling 38,047 tons, including 6,386 tons of Arabica and 31,661 tons of Robusta.

More specifically, the increase in coffee production during the recent campaign in Cameroon was primarily attributed to the Robusta variety. The production of Robusta coffee increased from just 11,745 tons in 2020-2021 to 31,661 tons in the last campaign, representing a growth of 19,916 tons, which is a relative increase of 169.5%.

Arabica	Robusta
1,000 bags of 60 kg	1,000 bags of 60 kg
50	300



Robusta makes up the majority, accounting for 86% of the country's coffee production, while Arabica makes up the remaining 14%.

The 21st largest coffee producer in the world in 2022

The 5th largest coffee producer in Africa

Potential exports: $42 million

The 8th largest coffee exporter in Africa

169.5% increase in production in 2023

38,047 tons in the 2021-2022 period

THE CAMEROON COFFEE SUB SECTOR

Cameroon's economy heavily relies on coffee production. The crop is extensively cultivated across the country, with Robusta being predominant in the coastal areas and Arabica more widespread in the western highlands. Coffee production in Cameroon dates back to the late 19th century when German settlers established trial coffee farms in various locations, including Victoria, Ebolowa, Nkongsamba, and Dschang. Later, coffee cultivation expanded to other areas such as Yokadouma, Abong-Mbang, Doumé, Lomié, and Akonolinga.

The coffee plant was introduced to the West Region around 1927, and today coffee is grown in seven regions of Cameroon, namely the West, Northwest, Littoral, Southwest, South, Centre, and East Region. Arabica plantations are mainly located in the high plateau areas of Bamileke and Bamaoun, while Robusta, the more dominant crop in the country, is grown in the middle elevations of the western region and to some extent in Abang Mbang. Cameroon also partly processes Arabica and Robusta.

Unfortunately, Cameroonian coffee roasters only process about 5% of the national production of Arabica and Robusta coffees.

Cameroon is currently ranked as the 21st largest coffee producer in the world, with an annual production of approximately 34,000 tons. The country's coffee industry provides employment to hundreds of thousands of people, mainly in rural areas. Both Arabica and Robusta varieties are cultivated in Cameroon, although Robusta is more prevalent.

In particular, Robusta is mainly grown in the Littoral province, but also to some extent in the Southwest, West, Adamawa, and East provinces. The main Arabica varieties found in Cameroon include Typica from Jamaica's Blue Mountain region, which was initially grown in the English-speaking part of the country.

In the early 20th century, the French introduced some Bourbon coffee varieties to Cameroon. The harvesting season for Cameroonian coffee typically takes place from September to December. While the cup profile for Arabica coffee is diverse, Cameroonian Robusta is known for its rich, full, and nutty taste, which makes it ideal for blending.

The marketing of coffee in Cameroon is regulated by the National Cocoa and Coffee Board (NCCB), which is an autonomous government institution under the technical supervision of the Ministry of Trade (MINCOMMERCE) and the involvement of private sector through the Interprofessional Cocoa and Coffee Council (CICC).

However, many challenges are currently hindering the full development of Cameroon's coffee industry, namely:

- The remoteness of coffee production areas;
- Difficult access or even unavailability of quality agricultural inputs;
- Obsolescence of production methods, equipment, and coffee processing facilities;
- Limited access to financing and the absence of export facilities to new markets.

Be that as it may, due to its intrinsic values, Cameroonian coffee has everything to appeal to others.

THE RICHNESS OF CAMEROONIAN COFFEE TERROIRS

Cameroon's coffee possesses specific characteristics based on their variety and agroecological zone, ranging from Moungo in the Western Highlands, Noun, Eastern region, to the volcanic soils of the Southwest on Mount Cameroon.

The geographical map of coffee production in Cameroon alone represents a diverse array of flavors, aromas, and tastes. It's a true initiatory journey into the richness and variety of Cameroonian terroirs.

- Moungo: A production basin in the Littoral region, cultivating robusta (40% of Cameroonian production) on metamorphic or sedimentary rocks, as well as certain areas with browned soils on volcanic ashes or basalt. These characteristics contribute to producing *dense beans with creamy foam, favoring the preparation of specialty coffees*. Awards have been received in the roasted coffee category, including Constant Ngako's brand winning in the 'bold bitter' category and the brand "ménage à trois" in the 'bold' category.
- Muambong: Located in the Southwest region, cultivates robusta on black soils on metamorphic or sedimentary rocks. This ecological zone makes it a reference in the production of high-end or *gourmet coffee*.
- Western Highlands: This area produces Arabicas on washed red soils (ferrallitic/ferruginous). It's a natural environment conducive to coffee production. The Union Centrale des Coopératives Agricoles de l'Ouest won distinctions at the AVPA Awards (origin-roasted coffees): a gold medal in the *'powerful aromatic'* category and a *gourmet* prize in the *'smooth powerful coffees'* category.
- Noun: Also located in the Western region, dominated by ferrallitic and penevoluted soils resulting from certain volcanic materials. This *zone produces arabica and robusta* due to its position between two altitude plateaus suitable for both cultures. It offers a *gentle and fruity arabica* at 1200 meters altitude, cultivated by Cistercian monks. Café Frères du Noun is known for its mild and elegant taste.
- Eastern Region: This zone produces low-altitude robusta and arabica with acidic and clayey ferrallitic soils. Its *Robustas are esteemed and classified in the specialty coffee category*.
- Northwest Basin: Also called the High Lands, this high-altitude zone primarily cultivates arabica on acidic and clayey ferrallitic soils. These lands are *known for their mild arabica and globally recognized "Miel de Oku" (Oku Honey).* The main cooperative, NWCA, produces a *coffee praised for its aromatic complexity*.

OBJECTIVES OF THE OIC COFFEE MEET

The objective of the OIC Coffee Meet is to promote trade and investment flows within the coffee industry among the member states of the OIC, with the aim of developing sustainable and equitable solutions.

Specifically, the goals are as follows:

- Bring together key stakeholders of the coffee industry in Cameroon to discuss trade and investment opportunities with delegates from OIC Member States.
- Promote Cameroon's coffee sector by showcasing its value chain and its investment and financing needs.
- Increase funding and investment opportunities between Cameroon and OIC importing countries, facilitating the discovery of new business partners.
- Foster the consumption of coffee and related products within the OIC space by showcasing the expertise of actors within the coffee value chain.
- Establish collaborations among companies, Cameroonian institutions, and the OIC in the context of investment projects related to the coffee sector.

GENERAL INFORMATION

Name of the exhibition: OIC Coffee Meet Cameroon

Host country: Republic of Cameroon

Date: 28-29 November 2023

Opening hours: 9:00 a.m. to 6:00 p.m.

Location: Yaoundé

Venue: Hotel HILTON

Type: B2B event

Level: International

Guest of Honor: Ministry of Commerce

Co-organiser: Interprofessional Cocoa and Coffee Council (CICC) of Cameroon

Participating countries: 57

Expected number of guests: 300 per day

Side events:

- Panel on Trade potential and certification of coffee
- Forum on trade and funding opportunities
- Three B2B sessions between major stakeholders of the coffee industry
- Mini Exhibition

FACILITIES GRANTED TO THE PARTICIPANTS OF THE OIC COFFEE MEET

- 2 LCD projectors and screens
- Sound system with 4 table microphones and 2 wireless microphones
- Morning tea/coffee break with assorted snacks
- Bottled mineral water
- Mobile flipchart with markers
- Notepad and pen
- Wifi

VENUE

Preferential tariffs:
VAT: 18%

Hotel/Category	Room Type	Room Rate		Breakfast
		FCFA	Dollars	
Hilton Hotel 5* Boulevard du 20 Mai Tel: +237 650 00 29 29	Standard Room King Deluxe Queen Executive King Executive	125,000 202,513 217,858 256,180	207 336 361 424	Included
La Falaise Hotel 4* Avenue Marechal Foch Tel: +237 222 22 06 16	Standard Room Superior Room Deluxe Room	84,000 94,000 119,000	139 156 197	Not included
DJEUGA Palace Hotel 4* Avenue Narvick Tel: +237 222 22 64 57	Standard Room Upper Room Suite Executive Presidential Suite	120,000 130,000 230,000 273,000	199 216 381 452	Not included
BOUN'S Hotel 4* Rue de Narvick Carrefour SHO Tel: +237 691 00 06 00	Single Room Chamber lit king size Suite	87,000 92,000 250,000	144 153 414	Included
Star Land Hotel 4* Boulevard de l'URSS Tel: +237 671 000 888	Premium Room Executive Room Plus Executive Twin Director Suite	90,000 105,000 145,000 200,000	149 174 240 331	Included

HOW TO PARTICIPATE?

PARTICIPANTS

This OIC Coffee Meet Cameroon open to the participation of the 57 Member States of the OIC and their economic, public, and private actors, operating in the coffee industry.

States having observer status within the OIC are invited, as well as members of Islamic communities from non-member countries.

OBSERVERS

States with observer status within the OIC are invited, as well as members of Islamic communities from non-member countries.

REGISTRATION

ICDT and Interprofessional Cocoa and Coffee Council (CICC) will collaborate to extend invitation letters along with registration forms to Cameroonian and Foreign participants. ICDT will cover lodging of foreign participation in collaboration with BADEA and other partners. Confirmation of registration should be done by two weeks before the holding the event.

CUSTOMS AND ADMINISTRATIVE FORMALITIES

ENTRY VISA

Foreign participants attending the OIC Coffee Meeting who need to comply with visa requirements to enter the Republic of Cameroon are kindly requested to visit the immigration visa application website at the following address: http://www.evisacam.cm/

COVID SANITARY MEASURES TO ACCESS CAMEROON

The presentation of a negative PCR test is no longer required upon arrival. However, the yellow fever vaccine must be presented at the airport by all travelers.

Please note that entry conditions related to COVID-19 can change without prior notice. Further information and updates are available on the website of the Ministry of Health of Cameroon (www.minsante.cm).

DRAFT PROGRAM

DAY 1: Tuesday, November 28th 2023

08.00 am.	Participant Registration
09.00 am. to 10.00 am. *Master of Ceremony (DOP CICC)*	Opening Ceremony - Mayor of the city of Yaoundé - CIDC (Cameroon Interprofessional Cocoa and Coffee Council) - BADEA (Arab Bank for Economic Development in Africa) - OIC General Secretariat (Organization of Islamic Cooperation) - Presentation of the coffee sector in Cameroon (ONCC/CICC) - Speech by the Minister of Commerce
10.00 am.	Coffee break / exhibition visit
11:30 am. *Moderator (BADEA representative)*	Session 1 – Development of coffee markets - International Coffee Organization: Trends and Perspectives of the Global Coffee Market (recommended, if possible) - ICDT: Coffee Market in OIC Countries - ITC: Potential of Coffee Trade between Cameroon and OIC Countries
12.30 pm. *Moderator (ICDT)*	Session 2: Investment Needs in Cameroon's Coffee Sector (Six Cameroonian Companies) - Central Union of Agricultural Cooperatives of the West (UCCAO) - North West Cooperative Association (NWCA) - TERRIFIC COFFEE
01.30 pm.	Lunch break
03.00 pm.	Session 2 (Continued): Investment Needs in Cameroon's Coffee Sector - Investing for Youth Inclusion in Coffee Cultivation (Sylvestre ESSONO)
03.30 pm. *Moderator (DG ONCC)*	Session 3: Partnership Opportunities - 3 Asian Companies - 3 Arab Companies - 3 African Companies
05.00 pm.	Welcome Cocktail
10.00 am. to 06.00 pm.	Exhibitions of coffee products and equipment of Coffee

DAY 2: Wednesday, November 29th 2023	
08.00 am.	Participant Registration
09.00 am. *Moderator (SDEC MINCOMMERCE)*	Session 4: Government Support Policy for the Coffee Sector - MINEPAT (Ministry of Economy, Planning, and Regional Development) - API (Investment Promotion Agency) - APME (Agency for SMEs) - Discussions
10.30 am.	B2B Meetings by Mazars Morocco and CICC (Coffee break in the rooms) The B2B meetings scheduled over these two days will involve buyers, sellers, transporters, international trading companies, importers, farmers, traders, brokers, and any other entity within the coffee value chain. The anticipated outcome is a positive synergy that will generate value and employment opportunities within this significant sub-sector.
01.30 pm. to 02.30 pm.	Lunch break
03.00 pm. *Moderator (Mazars)*	Session 5: Financing the Coffee Sector by International Banks Bank representatives will present their financing solutions for the coffee sector in Cameroon, supported by: - IsDB - BADEA - Afreximbank - AfDB - BEAC - FSA - Local bank • Discussions
04.30 pm. *Master of ceremony (DOP CICC)*	Closing Ceremony - Summary of Proceedings MAZARS Morocco - ICDT - BADEA • Closing Remarks by the Minister of Commerce
10.00 am. to 04.30 pm.	Exhibition of coffee products and equipment of Coffee

COFFEE MEET

Hilton Hotel Yaoundé

Islamic Centre for Development of Trade (ICDT)

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Gelen Evrak Tarih Sayı: 18.09.2023 - 34741

CENTRE ISLAMIQUE POUR LE DÉVELOPPEMENT DU COMMERCE

O/Ref: 241-2023
MBS-ADG/ GT

Casablanca, 18 SEP 2023

The Islamic Centre for Development of Trade (ICDT) presents its compliments to the Honorable Chambers in charge of Commerce and Industry in OIC Member States and has the honor to inform them that the Centre will organize in collaboration with the Interprofessional Council for Cocoa and Coffee (CICC), under the aegis of the Ministry of Trade of Cameroon, the OIC Coffee Meet Cameroon from 28th to 29th November 2023 in Yaoundé, Republic of Cameroon.

The objective of this event is to promote trade and investment flows within the coffee industry among OIC Member Countries, with the aim of developing sustainable and equitable solutions.

In this regard, ICDT will organize the following activities:

- B2B meeting;
- Panel on coffee trade;
- Coffee exhibition;
- Pitching of Cameroonian, Asian, Arab and other African companies to present their companies and bankable projects to investors;
- Presentation of the different credit and investment lines dedicated to the coffee industry by the financial institutions.

On this occasion, ICDT is pleased to invite the Honorable Chambers in charge of Commerce and Industry in OIC Member States to kindly disseminate this information to the private sector and trade related institutions in their countries, namely importers, distributors, and investors.

ICDT avails itself of this opportunity to renew to the Honorable Chambers in charge of Commerce and Industry in OIC Member States the assurances of its highest consideration.

To: Chamber in charge of Commerce and Industry in OIC Member States

Enclosed: Brochure

عمارة الحبوس • شارع الجيش الملكي ص.ب.:13545 • الهاتف : 74 49 31 22 5 (212) • الفاكس : 10 01 31 22 5 (212) • الدار البيضاء 20 000 • المغرب
Tour des Habous, Av. des F.A.R. - B.P.13545 - Tél.: (212) 5 22 31 49 74 - Fax: (212) 5 22 31 01 10 - Casablanca 20 000 - MAROC
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