

**WORLD  
COFFEE  
PRODUCERS  
FORUM**



**3<sup>rd</sup> World Coffee Producer's Forum  
(WCPF)**

**13<sup>th</sup> - 14<sup>th</sup> February 2023**

**Kigali-Rwanda**

**Exhibitors' Manual**

## **1. Introduction**

### **Welcome to the 19<sup>th</sup> African Fine Coffees Conference & Exhibition**

The World Coffee Producer's Forum (WCPF) was born in 2017 to bring together coffee producers from across the globe and provide a unique space to gather and discuss critical issues of common concern to growers, including sustainability, climate change, environment, and prosperity.

The dialogue continues evolving towards the need of a more comprehensive approach beyond the issue of prices. It is necessary for the whole value chain to work together to create the necessary conditions or structure for FARMERS' PROSPERITY, because currently, these conditions are not enough for producers to achieve a living income. In this regard, producers, governments of producing countries and other stakeholders need to develop "National Coffee Sustainability Plans" that identify national or subnational needs and priorities to bring prosperity to coffee communities and that contribute in the development of policies and actions that lead to farmers' prosperity.

The 3rd meeting of the World Coffee Producers Forum in Rwanda, follows the previous ones in Medellín, Colombia in 2017, and in Campinas, Brazil in 2019. With an impressive group of experts, the focus of the 3rd Forum will be to secure the future of a coffee sector where coffee producers are prosperous, and coffee production is sustainable with the creation of National Coffee Sustainability Plans, which will help producing countries design and implement comprehensive coffee policies.

The World Coffee Producers Forum typically gathers wide media coverage and international attention, as well as visits of hundreds of participants from around the world. For example, the first Forum held in Medellín, Colombia in 2017, brought together over 1,400 producers, industry representatives, government officials, multilateral agencies, and nonprofits hailing from more than 40 coffee-producing countries. The second Forum held in Campinas, Brazil in 2019, gathered over 1,500 equally diverse and wide-reaching attendees.

During the multiday in-person events in Colombia and Campinas, and the virtual ones in 2021 and 2022, high-level guest speakers such as President Bill Clinton, President Juan Manuel Santos, President José María Figueres, Prime Minister Hailemariam Desalegn and renowned economist, Jeffrey Sachs spoke about the coffee sector's unique challenges. Additionally, forum participants had the opportunity to engage in meaningful discussions about coffee productivity, price volatility, climate change and other challenges the coffee sector faces. Peers and colleagues worked together to identify priorities and plans of action that allow the sector to continue prospering together.

The Conference place between 13<sup>th</sup> and 14<sup>th</sup> February 2023 at the Kigali Convention Center, but the exhibition shall continue till 17<sup>th</sup> February 2023.

## 2. Purpose of this document

This exhibitors' Manual will provide broad guidelines to all exhibitors to ensure that we have a seamless exhibition. You are invited to read through carefully and adhere to the different provisions herein. In event that you need more clarifications, please do not hesitate to contact us for further support.

The highly interactive exhibition will showcase cutting-edge technologies, real-world solutions and proven strategies government leaders need to enhance industrial growth.

## 3. Exhibition dates and times:

Exhibition Dates: 15<sup>th</sup> – 17<sup>th</sup> February 2023

❖ Booth Cost:

Visit Website <https://www.worldcoffeeproducersforum.com/>

❖ Standard Provisions (See renderings and booth set-up examples below)

**Each 3m deep x 3m wide x 2.5m tall (78.74in deep x 118.11in wide x 98.425in tall)**

Will have the following standard items:

- a. 1 Information counter (100cm length x 80cm height x 50cm depth) = (39.3701in length x 31.4961in height x 19.685in depth)
- b. 1 Round table (80cm diameter x 100cm height) = (31.496in diameter x 39.370in height)
- c. 2 Foldable chairs
- d. 1 Brochure stand
- e. 1 230V electrical socket
- f. 2 Lights
- g. 1 Waste paper basket.



Power Socket

## 4. Safety regulations

- Safety at the exhibition site is a shared responsibility between the exhibitors and the organizers. All exhibitors are required to ensure that their conduct does not harm in any way the other exhibitors or visitors.
- The organizers will not be held liable for breakages or damages as a result of negligence on the part of the exhibitors. You are also encouraged to take an insurance cover that covers any such damage for both your goods and those of a third party that may occur because of your actions or omissions.

## 5. Security of items in the venue

- Kigali is one of the safest Cities in Africa and exhibitors are assured of their safety and that of their property. We however encourage you to be vigilant especially for items (Money, jewelry, electronic gadgets) of high value at all times.

- Exhibitors should arrange for a representative to be on their stand during the build-up period to receive goods and deliveries.

## **6. Branding**

- All exhibitors will be expected to manage their branding in such a way that they fit into only their booth space, without spilling out into other exhibitor's spaces or the aisle.
- All branding that might damage the booths (Adhesive, Pins, Nails,...) are prohibited.
- If you wish us to do your branding, you may contact us at:

Email: [exhibition@eventsfactory.rw](mailto:exhibition@eventsfactory.rw) / [younouss.u@eventsfactory.rw](mailto:younouss.u@eventsfactory.rw).

Tel: **+250788358188**

## **7. Booth Clearing**

- Waste bins will be available at each stand. Exhibitors are responsible to remove any build-up and tear down waste materials and put them in their bins.
- Cleaning will be done daily after closing time. However, for the security of your property, no cleaning will be done by the organizers inside stands. Exhibitors are to ensure that they keep the inside of their stands clean.
- To eliminate any confusion and for security purposes, only rubbish left in the aisle after closing times, will be removed.

## **8. Freight advisory**

Exhibitors intending to import goods (Samples, Equipment, etc) need to know the following:

- All goods/exhibits should arrive in Rwanda not later than the 12<sup>th</sup> February 2023 to allow time for customs clearance
- All good must be accompanied by a packing list and a commercial invoice
- Goods that intend to be re-exported shall attract no import duty.
- There is a service fee paid to clearing agencies to do all the paperwork related to importation clearance
- For exhibitors who are able to send us the document at least 2 weeks before ship in date, we shall be able to give you the fee structure applicable to your imports.

The following Courier companies are operational in Rwanda and are able to give a turn key solution for your imports and re-exports; DHL, FedEx, Sky net TNT &UPS

Kindly give us a heads up on the choice of transporter/courier you chose and the expected time of arrival so that we ensure follow-up is made from our end.

## **9. Load in**

- Booth construction will commence on the 12<sup>th</sup> March. Exhibitors are requested to abide by the time slot allocated to them to avoid any inconveniences.
- As soon as loading or unloading has taken place during the allocated time period, vehicles are to be removed from this area to allow other exhibitors access. The organizers cannot accept delivery of

any goods on behalf of an exhibitor, nor will the organizers accept any responsibility whatsoever for the safety or condition of any items unloaded and/or left on site, in the absence of exhibitors. The organizers cannot accept any responsibility for goods damaged on the exhibition premises.

- Deliveries cannot take place during the open hours of the Exhibition. Late deliveries will only be allowed in after 5.30 PM.
- Access will be allowed by way of an exhibitor's pass. Please ensure that you have your passes to eliminate unnecessary disturbance and frustration at the point of entry.

#### **10. Dismantling and move-out**

- Dismantling of exhibits may begin at the end of the last day of the exhibition. All Stands should be cleared, and all exhibitor materials removed by 6.30 pm on the 17<sup>th</sup> February 2023 (unless extra move-out arrangements have been agreed with the Organizer)
- De-rig can only occur once the public have vacated the site and the de-rig announcement has been made. This is due to venue and supplier demands. The organizing committee reserves the right to amend the times should need arise. No dismantling or packing will be permitted prior to the close of the show.

#### **11. Timetable for Booth Setup & Break Down**

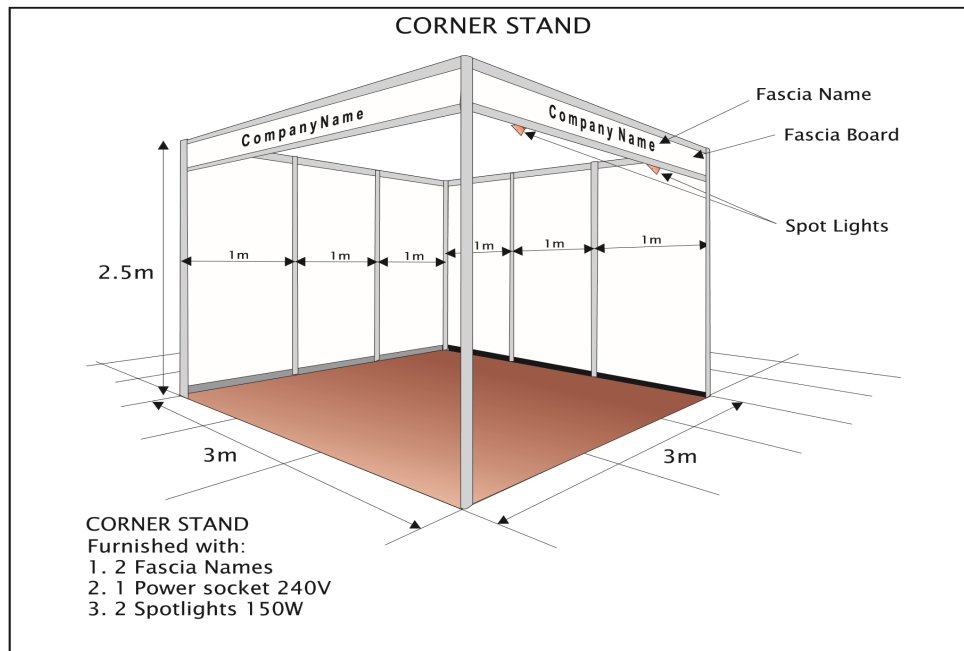
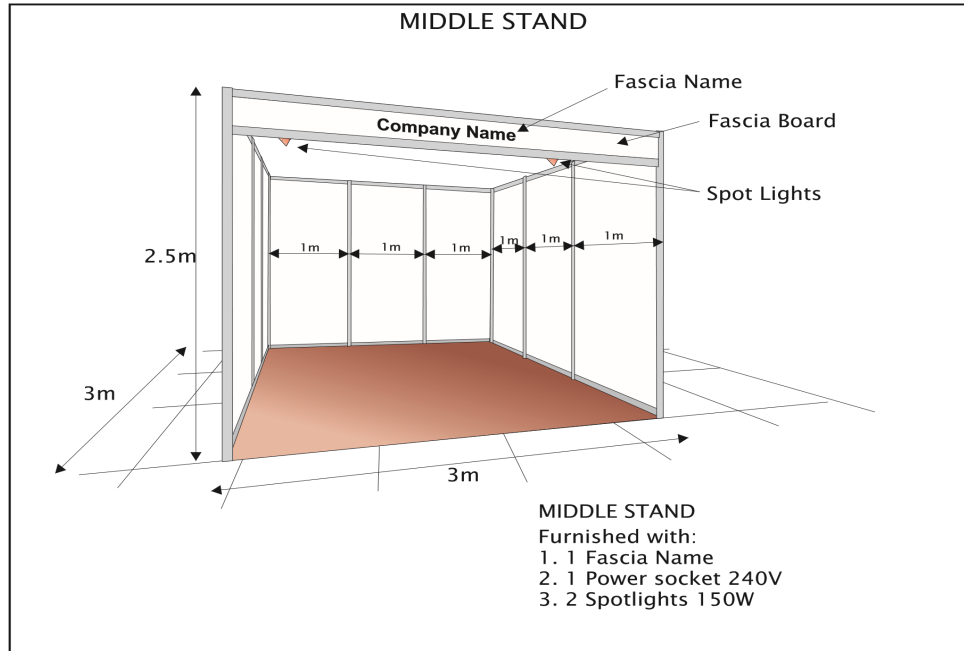
The following schedule has been agreed for booth setup and breakdown:

#	Activity	Deadline
1	Registration of Participants & Exhibitors	?????????
2	Build up start date	12 <sup>th</sup> February 2023
5	Deadline to complete stand & move in materials	13 <sup>th</sup> February 2023 (in the morning)

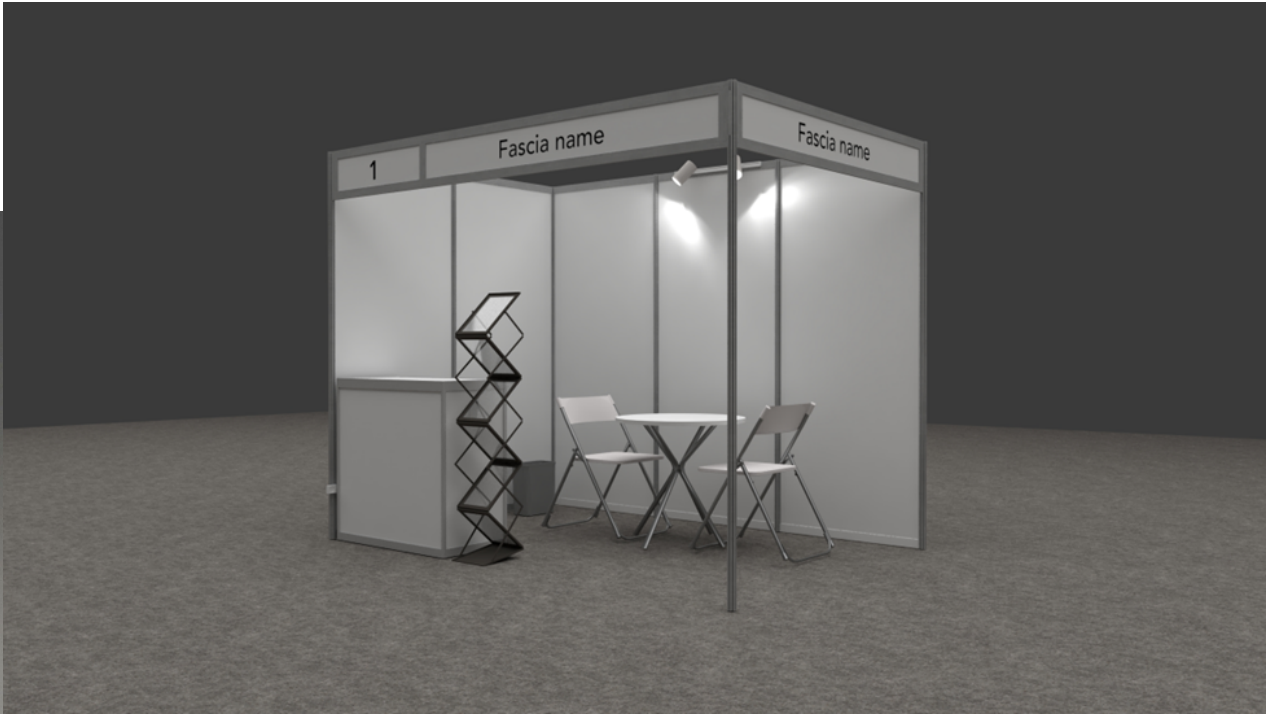
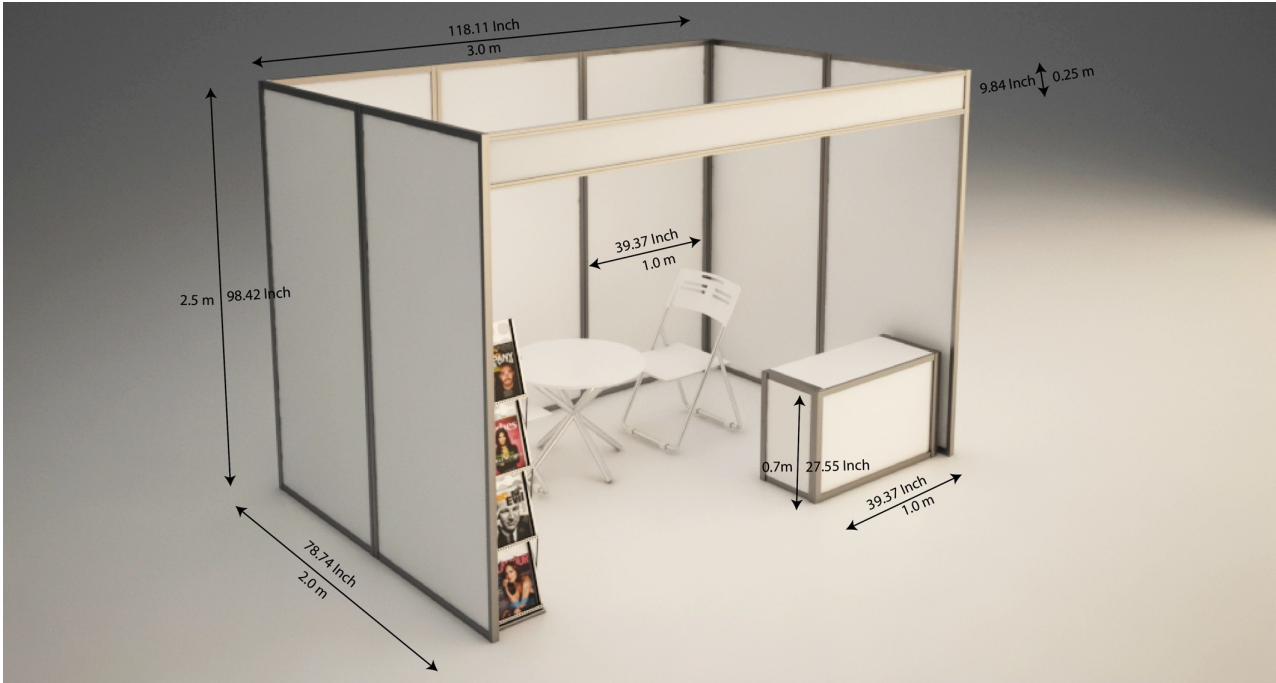
**12. Shell Scheme Booth:**

## 3MX3M STAND DESCRIPTION

SF-3



Booth 1= 2mx3m (2m deep x 3m wide x 2.5m tall)



Booth 2 = (2m deep x 6m wide x 2.5m tall)





**Booth 3 = (2m deep x 3m wide x 2.5m tall)**

