

## **PRESS RELEASE**

# **17<sup>TH</sup> AFRICAN FINE COFFEE CONFERENCE AND EXHIBITION**

**“Speciality Coffees at the Heart of Africa”**  
**13<sup>th</sup> – 15<sup>th</sup> February 2019, Kigali, Rwanda**



**Guest of Honour – Permanent Secretary in the Ministry of Agriculture and Animal Resources, Mr. Jean Claude Kayisinga, joins Mr. Ishak Lukenge AFCA Board Chairman in officially launching the conference.**

## **Rwanda Launches the 17<sup>th</sup> AFCC & E in Style!**

In a truly memorable event the 17<sup>th</sup> African Fine Conference and Exhibition was officially launched at the Kigali Marriot Hotel on the 10<sup>th</sup> August 2018. The conference and exhibition will be held from the 13<sup>th</sup> to 15<sup>th</sup> February 2019 at the Kigali International Conference Centre under the theme, **“Speciality Coffees at the Heart of Africa”**.

The stakeholder and media event drew over 70 guests from Rwanda’s top coffee stakeholders, diplomatic community and leading media houses.

Sustainable Resurgence of the African Coffee Industry



**Guest of Honour – Permanent Secretary in the Ministry of Agriculture and Animal Resources, Jean Claude Kayisinga joined by Ambassador George Bill Kayonga the CEO of NAEB and the AFCA Board of Directors.**

**P.S. Jean Claude Kayisinga** joined the Rwanda Coffee fraternity in welcoming the coffee world to Rwanda. He further emphasised the Rwandan government's commitment to readiness to host the conference.

The AFCA Board Chair, **Mr. Ishak Lukenge** stressed the importance of the 17<sup>th</sup> AFCC & E as a unique business opportunity for Rwandan stakeholders to sell their coffee on the spot, gathering valuable coffee information and build trade relations. In addition to this he stated that the event would bring up to 3- 4 million US Dollars in tourism revenue to Rwanda.

NAEB CEO, **Amb. Bill Kayonga** thanked the AFCA Board for choosing Rwanda as the host of the 17<sup>th</sup> AFCC & E. He further encouraged AFCA to continuously develop innovative ways to overcome sector challenges like climate change and market volatility for small scale farmers.

#### **Theme 'Specialty Coffees at the Heart of Africa'**

Coffee, as a commodity, has continued to play a **leading role** in the economy of Rwanda, contributing to 48% of its agriculture export. On average coffee, export have increased in the last five years.

The Rwandan industry has seen multi-million dollar investments into the sector over the last five years throughout the entire value chain. This conference will seek to underscore lessons we can learn from Rwanda as well as other active investors in the region on their strategic view of the African Coffee and why Speciality Coffee is the key for Africa in the next 10 years. The conference will enable delegates from all over the world to experience Rwandan diversity of coffees as well as its scenic beauty, and will also provide Rwanda with an opportunity to "tell its coffee story", meet potential new buyers, discuss the latest in research, showcase its beauty and market insights from around the world.

For more information on the 17<sup>th</sup> AFCC & E please visit [www.africanfinestcoffee.com](http://www.africanfinestcoffee.com) or contact [secretariat@africanfinecoffees.org](mailto:secretariat@africanfinecoffees.org)

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