

**International Coffee Congress on Sustainability (5<sup>th</sup> June 2019, Berlin)**  
The German Coffee Association invites you to an Industry exchange regarding sustainability.

Hamburg/Berlin, 30<sup>th</sup> April 2019. Sustainability is one of the most important topics of our time and is currently on everyone's mind with the recent "Fridays for Future" movement. The coffee industry is also called to action in light of the ever-worsening situation in many coffee-growing countries. Coffee farmers around the world are struggling with the ongoing raw coffee price crisis. Already, many of them are losing their livelihoods due to ongoing climate change. For this reason, the German Coffee Association invites you to the "International Coffee Congress on Sustainability" in Berlin on 5<sup>th</sup> June 2019 as part of the run-up to the well-known trade fair "World of Coffee". With this event, the German Coffee Association provides an international news and communication platform for sustainability in the coffee sector – it's a topic that is not only essential, but also politically and socially engaged with growing expectations and therefore an integral part of corporate marketing.

What are the current and long-term effects of the current raw coffee price crisis for coffee farmers, traders and roasters? How committed are the coffee companies and NGOs involved in promoting sustainability in the coffee sector? Does the consumer trust in sustainability organizations and labels? Does a sustainable corporate philosophy have a positive effect on coffee turnover? Can sustainability be a marketing tool? Are multiple individual sustainability projects useful, or is central coordination more effective - who bears the responsibility? - Many topical issues such as these will be addressed by the top-class speakers of the "International Coffee Congress on Sustainability".

In addition to the latest data from a "multinational survey" on the impact of CSR on the image of coffee brands collected exclusively for this congress, the international congress participants will also be able to look forward to a further 19 exciting lectures. Some of the topics to be discussed include Blockchains and Certifications, ways to optimize value creation at source and the importance of water to the planet. During the break, there will be a focus on networking and personal exchange of ideas. This opportunity to do so is provided by a specialized exhibition which informs about various sustainability projects, services and products in the coffee sector.

**International Coffee Congress on Sustainability**  
**5<sup>th</sup> June 2019, Berlin (Kosmos)**  
To register and for further information, please visit [www.congress-on-sustainability.com](http://www.congress-on-sustainability.com)



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