



**Invitation to the 4<sup>th</sup> CEO & Global  
Leaders Forum**

1. The Executive Director would like to invite ICO Members to participate in the 4<sup>th</sup> CEO & Global Leaders Forum, which will take place on 5 October 2022 in Bogotá, Colombia, within the framework of the 134<sup>th</sup> Session of the International Coffee Council.
2. The event will bring together high-level representatives of ICO member countries, senior executives of the 14 private sector companies who are signatories to the London Declaration, as well as other private coffee sector associations and representatives from the ICO's Private Sector Consultative Board. High-level bilateral meetings will be facilitated by the ICO at the request of attendees.
3. Further information is contained in the attached invitation.

**VANÚSIA NOGUEIRA**  
Executive Director

22 August 2022

Dear ICO Member,

**Invitation to the 4<sup>th</sup> CEO & Global Leaders Forum**  
**Bogotá, 5 October 2022 – all-day event**

Three years have passed since the 1<sup>st</sup> CEO & Global Leaders Forum (CGLF), held in London during the 125<sup>th</sup> Session of the International Coffee Council (ICC) where the historic London Declaration (LD) on price levels, price volatility and the long-term sustainability of the coffee sector was presented.

As outlined in decision [ICC-125-10](#), at its 125<sup>th</sup> Session, the ICC requested that the ICO Secretariat facilitate the establishment of a Coffee Public-Private Task Force (CPPTF) which has been operational since 30 June 2020. Now we are convening the 4<sup>th</sup> CEO & Global Leaders Forum which will take place during the 134<sup>th</sup> Session of the ICC in Bogotá, Colombia. The Forum brings together senior executives of the 14 private sector companies who are signatories of the London Declaration and other coffee private sector associations, as well as representatives of the ICO Private Sector Consultative Board, high-level government representatives of the ICO Member countries and of international organizations working with the coffee sector. Together, they jointly review market conditions, take stock of progress, identify challenges, provide leadership and commitment to allocate resources, and together solve problems and pursue new opportunities for a resilient, fair and sustainable future of the coffee sector. The Forum is the best vehicle for CEOs and global leaders in the coffee industry to align the private sector with the public sector.

I am pleased to invite all accredited ICO members to this event. The 2022 Forum constitutes an important opportunity to gather for the first time in person again after two years of online meetings. It will provide ICO Members with access to senior executives from leading coffee industry companies, international organizations and supporting

agencies. The degree of change since the signature of the London Declaration is monumental. It is therefore essential that we reconsider, revise, and recommit to the strategy laid out in 2019 as change looks likely to continue into the foreseeable future. We were clear four years ago that the challenges facing the sector require a highly collaborative and well-coordinated response from the public, private and civil society sectors. This has become even more critical in the current environment.

The ICO will assist and facilitate high-level bilateral meetings between public and private sector leaders, as well as other development partners and stakeholders, back-to-back at the CGLF. A procedure will be shared shortly to facilitate the request and organization of bilateral meetings.

The event will be supported and facilitated by IDH, a leading international sustainability non-profit headquartered in the Netherlands and a co-signatory of the London Declaration. IDH specialises in convening, innovating and investing in inclusive and sustainable solutions that catalyse systemic change at scale.

As an ICO Member, if you are a delegate and send your Credentials for the 134<sup>th</sup> Session of the ICC, you will automatically be registered for the CEO and Global Leaders Forum. There is no need to register directly. We will provide English, Spanish, French and Portuguese interpreting services to ensure meaningful engagement and discussions.

Coming together in a true spirit of shared responsibility ensures effective, collective and coordinated action. It is in this spirit that I seek your support and hope that you will accept this invitation to participate in the 4<sup>th</sup> CEO and Global Leaders Forum.

Best regards,

A handwritten signature in black ink, appearing to read 'Vanúsia Nogueira'. The signature is fluid and cursive, with a large loop at the top and a long tail at the bottom.

Vanúsia Nogueira, ICO ED