



World Coffee Conference 2023

[Source: IE](#)

Why in News?

The **World Coffee Conference(WCC) & Expo 2023** arrived for the **first time in Asia** in the Indian city of Bengaluru.

- The 5th edition of the WCC was organized by the **International Coffee Organization (ICO)** in collaboration with the [Coffee Board of India](#), the Ministry of Commerce and Industry, the Government of India, and the Government of Karnataka.

What are the Highlights of the World Coffee Conference 2023?

- **About:**
 - The WCC is a biennial event organized by the ICO, a United Nation-affiliated body that represents the global [coffee](#) sector.
 - The WCC unites coffee stakeholders worldwide for dialogue, knowledge exchange, networking, and collaboration on industry challenges and opportunities.
- **Theme for 2023:**
 - Sustainability through Circular Economy and Regenerative Agriculture.
- **Biodiversity Ambassadors of the WCC 2023:**
 - From the coffee farms of India, **5 flora and 5 fauna ambassadors** for the conference and expo.

//



Bee + Cassia Fistula



Elephant + Bird of Paradise



Indian Hare + Marigold



Peacock + Neelkurunji



Civet + Dahlia

- **The Mascot for WCC 2023:**
 - **Coffee Swami**, the official mascot of the 5th WCC, seamlessly connects Indian tradition with contemporary appeal.



International Coffee Organization (ICO)

- The ICO, founded in 1963 with the support of the **United Nations** and following the approval of the **first International Coffee Agreement in 1962**, serves as a pivotal intergovernmental entity for coffee exporting and importing.
 - The ICO proudly represents **93% of the world's coffee production and 63% of its consumption**.
 - The organisation seeks to fortify and foster the **global coffee sector's sustainable growth** within a market-based framework, ensuring benefits for all stakeholders along the **Global Coffee Value Chain (G-CVC)**.

The Coffee Board of India

- It is a **statutory organization that was constituted under the Coffee Act, 1942**.
- It functions under the administrative control of the **Ministry of Commerce and Industry, Government of India**.
- The Board comprises 33 Members including the Chairperson, who is the Chief Executive and it **functions from Bangalore**.
- The Board mainly focuses its activities in the areas of research, extension, development, market intelligence, external & internal promotion for coffee.

UPSC Civil Services Examination Previous Year Question (PYQ)

Prelims

Q. 1 Match List-I with List-II and select the correct answer using the code given below the Lists: (2008)

| | List-I (Board) | | List-II (Headquarters) |
|----|-----------------------|----|-------------------------------|
| A. | Coffee Board | 1. | Bengaluru |
| B. | Rubber Board | 2. | Guntur |
| C. | Tea Board | 3. | Kottayam |
| D. | Tobacco Board | 4. | Kolkata |

Code: A B C D

- (a) 2 4 3 1
- (b) 1 3 4 2
- (c) 2 3 4 1
- (d) 1 4 3 2

Ans: (b)

Q.2 Though coffee and tea both are cultivated on hill slopes, there is some difference between them regarding their cultivation. In this context, consider the following statements: (2010)

1. Coffee plant requires a hot and humid climate of tropical areas whereas tea can be cultivated in both tropical and subtropical areas.
2. Coffee is propagated by seeds but tea is propagated by stem cuttings only.

Which of the statements given above is/are correct?

- (a) 1 only
- (b) 2 only
- (c) Both 1 and 2
- (d) Neither 1 nor 2

Ans: (a)