**Connections from grain to cup: International Coffee Week (SIC) 2019 expands event with focus on Brazilian market growth**

*With content and business, SIC will gather the whole coffee production chain – from farmer to coffee lovers – in November, 20 – 22, at Expominas, in Belo Horizonte*

Belo Horizonte is getting prepared to host in November 20 to 22, at Expominas, the International Coffee Week (SIC) 2019, main national event of the sector and one of the largest worldwide. With extensive schedule for Brazilian and foreign professionals, SIC is a great meeting of coffee growers, roasters, classifiers, exporters, buyers, suppliers, entrepreneurs, baristas, coffee shop owners and coffee lovers.

Aligned in three large axes – market & consumption, knowledge & innovation and business & entrepreneurship – the event will count on 25 simultaneous activities like seminars, courses, workshops, best coffee and best barista contests and cupping sessions – see the whole list below.

“The International Coffee Week is a large international platform of connections and opportunities for coffee market players. A moment for us to see challenges and be prepared for the future: where growers, entrepreneurs, suppliers will find answers for their aspirations, see the market paths, propose new ideas and reflections”, says Caio Alonso Fontes, one of the event promoters and founder of Café Editora.

For three days, participants will get to know market and coffee consumption trends, and will elect the best Brazilian product of this crop, in a blind test, at the Coffee of The Year 2019 contest.

“SIC 2019 is among the five largest coffee fairs worldwide and reaches its seventh edition as a large window for all productive chain players to obtain information on the sector’s last researches and trends, by means of lectures and exchange of experiences. Consolidated, the International Coffee Week is sought by people eager to obtain knowledge, find new opportunities and have a different look to their businesses. Coffee, for many, is no longer a commodity and is now a luxury item”, says FAEMG System vice-president Breno Mesquita.

**News 2019 –** For this year, SIC 2019 great news are the Coffee Grower Yard – space with machines and agricultural inputs; one hackathon, where university students and interested persons teams will have 36 hours to solve some of the main challenges in the coffee chain, presenting innovative ideas; and the launching of Minas Coffee Origins platform, developed to connect the coffee chain based on the concept of Minas Gerais’ coffees origin denomination.

For Priscilla Lins, Sebrae-MG Agribusiness manager, SIC gathers many interests in one single place. This year, according to her, Sebrae will promote the Minas Coffee Origins Summit, an event with debates on Controlled Origin and trends involving the future of coffee. The debate will count on the participation of four international lecturers who are active in forefront movements and companies in the coffee world. The event is part of the MCO Platform (Minas Coffee Origins) created by Sebrae to debate, evolve and promote the concept of Controlled Origin, by means of Minas Gerais coffee producers’ origins.

SIC will also bring to participants current trends and themes through seminars and workshops; courses for coffee tasters, roasters and sensory analysts; and the traditional annual meeting of the International Women’s Coffee Alliance (IWCA), which will receive representatives from 12 Latin American and Caribbean countries.

For Minas Gerais Agriculture and Livestock State Secretariat (Seapa) special advisor Niwton Castro Moraes, the expectation for SIC 2019 is that the event will be a place for new connections to the different segments of coffee agribusiness. “Last year we had representatives from 78 countries, in an environment that promotes approximation of Minas Gerais and national coffees. SIC is no longer a fair – today it integrates the coffee promotion policy and is associated to tourism and gastronomy in our state”, he says.

**SIC schedule includes:**

**DNA Café –** By means of panels and round tables, renowned Brazilian and foreign professionals will present relevant contents on business, entrepreneurship, roasting, coffee shops, bakeries, and restaurants, examples of success and field challenges. The event is turned to different publics like beginners in the special coffees’ market, cooperatives, growers, roasters, coffee traders, classifiers, businessmen, coffee shop owners, food service professionals and baristas.

**Sustainable Coffee Growing Forum –** The forum discussion panels gather the main professionals of the sector to talk about practices of national and international coffee growing and the next steps to develop projects and actions addressing social, environmental and economic sustainability of the sector.

**Cupping & Business Room –** National coffee samples of the current crop are sent by growers from across the country and then tasted by national and international classifiers and buyers.

**IWCA Meeting –** The International Women’s Coffee Alliance of Brazil (IWCA Brasil) – network of women involved in the whole coffee production chain – will debate the main steps to mobilize women in the coffee agroindustry. Intended to expand the debate in this edition, women from Latin America and the Caribbean will participate. Representatives from 12 countries are confirmed.

**Professional contests –** There will be three national contests: Brewers Cup (coffee preparation); Cup Tasters (coffee tasting); and Brazilian Barista Championship, with the National Body of the Brazilian Association of Special Coffees (BSCA);

**Coffee of The Year –** Created in 2012, COY is intended to gather the best Brazilian coffees and elect the great highlights of the year in Arabica and Canephora categories, promoting the development and improvement of national production and dissemination of new coffee origins. The great champions will be announced on the last day of the event in the main auditorium with the presence of visitors.

**BSCA/SCA Courses –** During SIC 2019, basic courses on Brewing (coffee tasting), Roasting and Sensorial Skills (sensory analysis of coffee) will be offered. The courses count on international certification.

**Espresso Design –** Packaging is the first and main connection between product and consumer and, since the market increasingly demands from brands more concern with the product visual and ergonomic aspect, SIC 2019 brings the Espresso Design packaging contest. This year, coffee packaging (grain, ground, instant) **cold brew, drip coffee and coffee will be accepted.**

**Coffee of the Week –** The project involves 33 coffee shops from Belo Horizonte, to value and promote consumption of special coffees in the capital. The list of participating establishments will be soon disclosed.

**Roasting Experience –** Workshops turned to coffee roasting trends and practice. They are courses and in loco experiences taught by the sector professionals in order to learn and exchange more about this science so important to the final quality of the product. The workshops are indicated for coffee growers, roast masters, classifiers and baristas.

**Stronger coffee –** FAEMG System’s initiative, the Stronger Coffee (Café + Forte) is a program that offers practical actions for producers: application of technology in management and cost areas, in order to increase the coffee grower managing capacity, with assistance of specialized technicians. During SIC 2019, courses and meetings turned to rural producers are promoted.

**Cafeteria Modelo –** The space has the structure of a coffee shop and offers technical qualification for entrepreneurs and guidance in business planning. During the whole event there will be practical workshops with renowned Brazilian professionals addressing themes like roasting and tasting, how to set up a coffee shop and different methods to prepare the beverage. The workshops are free of charge.

**EduCampo –** EduCampo is a Sebrae platform that generates exclusive and strategic information, projections, scenarios and integrated analyses to support producers’ planning and decisions, providing efficiency to their rural business. Established in the main producing regions of Minas Gerais, the platform counts on data from hundreds of properties amounting to over 40 thousand hectares of production. During SIC 2019, there will be an exclusive schedule for EduCampo consultants, representatives of partner companies and Sebrae analysts.

**Coffee grower yard –** Exhibition of machines and agricultural implements, focused on the coffee growers needs for them to have harvest and post-harvest with quality, innovation and technology.

**Origin Trips –** Visit to coffee producer regions in Minas Gerais to promote connection and interaction of green coffee buyers, roasters and exporters with the origins of the coffees we consume. Participants must have skills to taste coffees according to SCA – Specialty Coffee Association - protocol. The schedule is separately charged to those interested.

**SIC 2018 general numbers**

- Visitors on the three days: over 20 thousand

- Total exhibitors: 160

- Businesses initiated in the event: R$ 42 million

- Amount of coffee taken: over 50 thousand

- Total of simultaneous events: 35

- Cupping sessions: over 5.5 thousand cups tasted

- Total of lecturers: 80

- Over 400 samples registered for Coffee of The Year

- Representatives from 78 countries

- Media and social networks: over 38 thousand followers and 9 million people reached on social networks / 540 reports on national and foreign media.

**Brazil relation with coffee –** Brazil is the largest coffee exporter in world market and holds the second position among coffee consumer countries. Data from the Brazilian Association of Coffee Industry (Abic) also show that the country responds for one third of coffee world production, which places it as the largest producer, position held for over 150 years. According to the Brazilian Association of Special Coffees (BSCA), there are 31 production regions spread across the following states:

**Minas Gerais:** Minas Gerais is the largest coffee producer in Brazil, responding for around 50% of the national production, and is also one of the main sources of special coffees in the country. Almost 98% of plantations are of Arabica coffee, grown in four producing regions: Minas Gerais southern region, Cerrado, Chapada de Minas and Matas de Minas. Data from Minas Gerais State Agriculture and Livestock Federation (FAEMG) show that the national leader harvests, on average, 25 million bags a year, from farmings distributed across over 400 municipalities.

**Espírito Santo:** Second larger coffee producer state in the country, Espírito Santo is the main producer of canephora (conilon/robusta) coffee. Its plantations occur in warmer areas at the North, a region called Conilon Capixaba. It produces Arabica coffee in regions known and Espírito Santo Mountains and Caparaó.

**São Paulo:** São Paulo is one of the most traditional Brazilian states in coffee growing. Its production is exclusively Arabica, distributed in two regions: Mogiana and São Paulo mid-west, which alternate farms and small properties and produce special coffees in specific areas. Two-thirds of coffee exportations in Brazil leave from Santos port.

**Bahia:** With hot climate and high temperatures, Bahia, state located in Brazil’s Northeast region, has four coffee producer regions: West, Chapada Diamantina, Serrana de Itiruçu/Brejões and Planalto de Vitória da Conquista.

**Paraná:** Coffee producer state located in the country’s south region, Paraná produces only Arabica coffee, grown in dense plantations that use varieties appropriate to the region cold climate. Paraná ‘Norte Pioneiro’ is a highlight.

**Rondônia:** Largest coffee producer in Brazil North region, Rondônia produces around 2 million bags/year of canephora coffee. Coffee growing is traditional and family, with small properties.

**About the International Coffee Week –** Held since 2013 in Belo Horizonte, the International Coffee Week (SIC) is focused on the development of the Brazilian market and dissemination of national coffees’ quality to domestic consumer and buyer countries, in addition to potentiating the sector economic and social results.

It is an initiative from FAEMG System (Minas Gerais State Agriculture Federation), Café Editora, Sebrae, Minas Gerais Government, through Minas Gerais State Agriculture, Livestock and Supply Secretariat (Seapa) and Minas Gerais Development Company (Codemge). This year edition counts on official sponsorship by Nestlé and diamond sponsorship by Ocemg System.

**Social networks:**

**Facebook and Twitter:** @semanadocafe

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[**www.semanainternacionaldocafe.com.br**](http://www.semanainternacionaldocafe.com.br/)

**Accreditation to press:**

Those interested in participating in SIC 2019 coverage must send full name, ID, vehicle name, position, email and cell phone number to [*cristiana.andrade@linkcomunicacao.com.br.*](mailto:cristiana.andrade@linkcomunicacao.com.br.)

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