



COFFEE BOARD
Promotion Section, Bengaluru

Ref. No.: CB/PRM/EXP/2026-27/ 103

Date: 24.06.2026

CIRCULAR

Subject: Exhibition-cum-Sale at India's 8th Trade Policy Review (TPR), at World Trade Organisation (WTO) Geneva, Switzerland from 21st – 23rd July 2026 – Reg.

Greetings from the Coffee Board,

With reference to the subject, **India's 8th Trade Policy Review (TPR) is scheduled to take place at the World Trade Organization (WTO), Geneva, Switzerland from 21st – 23rd July 2026.** The TPR is a once in five-year, high stakes, and prestigious exercise that presents opportunities to showcase India's best practices.

The Permanent Mission of India (PMI) in Geneva in coordination with the Trade Negotiation Multilateral (TNM) Division of the Department of Commerce, Ministry of Commerce & Industry, Government of India; has proposed to organize **an Exhibition event at the WTO Atrium (the central common space of the WTO headquarters) during the review period.** This exhibition offers an elite global platform to project India's unique regional handicrafts, textiles, and agricultural items, including India's best Coffee products. It is also requested by the authorities to set up an Indian Coffee Tasting/Experience zone within the Exhibition area provided for Coffees.

It may be noted that, the WTO is offering the space complimentary for the member nations for adding value to the program, with the condition that the exhibition should be of highest quality & class, and all exhibition-associated arrangements and expenditures to be borne by the respective member nations.

Therefore, the Coffee Board is reaching out to the interested stakeholders within and out of India who are willing to travel for the event and confidently undertake the responsibility to represent Indian Coffees and organise an Indian Coffee Tasting session in this unique event, with in the allocated space. The interested stakeholders are requested to fill up the Google Form: on or before 29th June, 2026.

Google Form Link: <https://forms.gle/c9aqwmEsUkxY7hrT6>

Owing to the space constraints, the interests will be considered on a First Come First Serve basis. For further information you may reach out to **Shri. Vishnu P., Senior Liaison Officer, Promotion Section, Coffee Board** at promotion.cb@gov.in CC to ddmr.coffeeboard@gmail.com and/or at +91-89211 92930.

The Coffee Board can assist in coordination with the PMI Geneva for visa assistance (if needed) and other facilitation for the event.

This issues with the approval of the Competent Authority of the Coffee Board.

Regards,

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MIU, Coffee Board, Bengaluru
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