



COFFEE BOARD
Promotion Section, Bengaluru

Ref. No.: CB/PRM/EXP/2026-27/84

Date: 17.06.2026

CIRCULAR

Subject: Coffee Board's physical participation in the Foreign Promotional Events in the Financial Year 2026-27-Reg.

Greetings from the Coffee Board,

The Government of India has approved in-principle, the physical participation of the Coffee Board along with the stakeholders in the following foreign promotional events in the Financial Year 2026-27.

Interested stakeholders are requested to come forward for a strong representation of Indian Coffees in the international markets through united participation in these events.

Sl. No	Event, dates and venue	Slots Left	Cost sharing (incl. GST), Google Form Link for EoI and Deadline
1.	The London Coffee Festival 2026, London, The United Kingdom Date: 14-17 May 2026 Venue: The Truman Brewery, Brick Lane, East London, UK	-	Event not participated
2	World of Coffee Brussels 2026, Brussels, Belgium Date: 25-27 June 2026 Venue: Brussels Expo Pl. de Belgique 1, 1020 Bruxelles, Brussels, Belgium.	0	Applications closed and finalised
3	World Food Moscow 2026, Moscow, Russia Date: 15-18 September 2026 Venue: Crocus Expo International Exhibition Centre, Moscow.	10 companies	₹88,500/-* https://forms.gle/PNsqwX8Ff8HL34vT9 Deadline: 10.07.2026 01.00 PM IST
4	SCAJ - World Specialty Coffee Conference and Exhibition (WSCC&E) 2026, Tokyo, Japan Date: 14-17 October 2026 Venue: Tokyo Big Sight [South Exhibition Hall], Tokyo, Japan.	10 companies	₹88,500/-* https://forms.gle/ot765oWZZJUAXJ6f7 Deadline: 31.07.2026 01.00 PM IST

5	SIAL Paris 2026, Paris, France Date: 17-21 October 2026 Venue: Paris Nord Villepinte, Paris, France.	10 companies	₹1,18,000/-* https://forms.gle/m2hRgCXsXLBaWSr79 Deadline: 31.07.2026 01.00 PM IST
6	International Café Show Seoul 2026, Seoul, Republic of Korea Date: 11-14 November 2026 Venue: CoEx International Exhibition Centre, Seoul, South Korea.	10 companies	₹88,500/-* https://forms.gle/sWbVj64Nc7YZsPgW7 Deadline: 07.08.2026 01.00 PM IST
7	BIOFACH 2027, Nuremberg, Germany Date: 16-19 February 2027 Venue: Nuremberg Exhibition Centre, Messezentrum, Nuremberg, Germany	06 companies	₹59,000/-* https://forms.gle/ydDsmLA2EMB4j5iE6 Deadline: 31.08.2026 01.00 PM IST
8	Melbourne International Coffee Expo (MICE) 2027, Melbourne, Australia Date: 04-06 March 2027 Venue: Melbourne Convention and Exhibition Centre (MCEC), Melbourne, Australia.	10 companies	₹88,500/-* https://forms.gle/kHTwb7UCA4AxD52L7 Deadline: 30.09.2026 01.00 PM IST
9	Gulfood-2027, Dubai, UAE Date: 15-19 March 2027 Venue: Dubai World Trade Centre (DWTC) and Dubai Exhibition Centre (DEC) at Expo City Dubai.	20 companies	₹2,36,000/-* https://forms.gle/FBECeSMnGbU271LA8 Deadline: 30.09.2026 01.00 PM IST

* Note: **50% discount** to the companies from **Andhra Pradesh & Odisha (Non-Traditional Areas-NTA), North Eastern Region (NER) and Start-ups companies incubated in the Atal Incubation Centre-CCRI-Centre for Entrepreneurship Development (AIC-CCRI-CED)** of the Coffee Board

Events listed under serial numbers 3, 5, 7 & 9 are proposed to participate in collaboration with APEDA under one umbrella for the promotion of “Bharat Brand”.

The General Terms & Conditions for the confirmation and participation in the events along with Coffee Board have been furnished below:

General Terms & Conditions

- **The Google Form given against each event should be mandatorily filled on or before the deadline.**
- **Cost sharing will be charged per company as per the rates mentioned in the above table by the Coffee Board.**

- The interests will be strictly considered on a First Pay First Service (FPFS) basis.
- No backing off is allowed after confirmation. If backed off, Coffee Board won't refund the participation charges to any company, if any one decides to withdraw their participation after confirmation.
- Request for extra space to any company may be considered subject to availability of space and will be charged additionally on pro-rata basis. The shared common space like the common brew bar, networking area, common storage area etc. are accessible by any co-participating companies.
- The design of the pavilion and facilities to be provided to the participants are purely vested with the Coffee Board. Stall design, fabrication, common brew bar, other activities and facilities in pavilion etc. will be discussed in due course, wherever applicable.
- Location of stalls within the pavilion will be decided on lottery method or First Pay First Service (FPFS) basis.
- All payments to be made to the following account only:

“Coffee Board IEBR Account”

A/C No. : **64015049024**

Bank : State Bank of India

Branch : Dr. B. R. Ambedkar Veedhi Branch, Bengaluru.

IFSC : **SBIN0040022**

- The confirmation of participation along with the proof of payment may be sent to promotion.cb@gov.in CC to ddmr.coffeeboard@gmail.com and dirfincb@gmail.com on or before the deadline for each event.

Please note:

- Participation will be strictly on a First-Pay First-Serve (FPFS) basis.
- The participation charges do not include **Visa, Travel, Food & Accommodation etc. expenditures**. Such expenditures are to be met by the companies/individuals personally.
- The Coffee Board can issue Visa facilitation letter for the individuals who wish to represent their company in the Coffees of India pavilion. Kindly write a request to the above email with a copy of your valid passport, your designation in the Company, GST document of the company.
- No further interests will be considered after the deadlines.
- Participation will be confirmed only after the payment is received by the Coffee Board and only expression of interest won't guarantee the slot.
- The decision taken by the Competent Authority of the Coffee Board will be Final.

Regards,


Deputy Director (Research)
MIU, Coffee Board, Bengaluru
 Dy. Director (Research), MIU
 कॉफी बोर्ड / COFFEE BOARD
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 No.1, Dr. Ambedkar Veedhi
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