



## COFFEE BOARD, Bengaluru

Ref. No.: PRM/EXP/Physical Events /2025-26/ 30

Date: 21.05.2025

### CIRCULAR

**Subject:** Coffee Board's physical participation in the Foreign Promotional Events for the Financial Year 2025-26-Notification and inviting Expression of Interest-Reg.

**Ref. :** Approval from the Government vide K-39013/2/2025-PLANT B dated 19.05.2025

Greetings from the Coffee Board,

The Coffee Board has been regularly participating in selected and important overseas fairs with particular focus on coffee centric fairs. The Coffee Board has received the approval from the Ministry of Commerce & Industry, Government of India, for Overseas events for the physical participation during Financial Year 2025-26. The list of approved events are as follows.

Sl. No.	Event name with place	Dates
1.	World of Coffee, Geneva, Switzerland	26 <sup>th</sup> – 28 <sup>th</sup> June 2025
2.	The Vienna Coffee Festival, 2025 Austria	12 <sup>th</sup> – 14 <sup>th</sup> September 2025
3.	World Food, Moscow, Russia	16 <sup>th</sup> – 19 <sup>th</sup> September 2025
4.	SCAJ World Specialty Coffee Conference and Exhibition, Tokyo, Japan	24 <sup>th</sup> – 27 <sup>th</sup> September 2025
5.	Anuga Cologne, Germany	04 <sup>th</sup> – 08 <sup>th</sup> October 2025
6.	Host Milano, Milan Italy	17 <sup>th</sup> – 21 <sup>st</sup> October 2025
7.	Cafe Show, Seoul 2025, South Korea	19 <sup>th</sup> – 22 <sup>nd</sup> November 2025
8.	World of Coffee Dubai-2026, UAE	18 <sup>th</sup> – 20 <sup>th</sup> January 2026
9.	MICE-2026, Melbourne, Australia	26 <sup>th</sup> – 28 <sup>th</sup> March 2026
10.	The New York Coffee Festival, USA	Dates to be declared

The active association of Indian Coffee Exporters and Stakeholders with the Board in participating in these events is solicited to make the representation of Indian Coffees in the international stage resoundingly successful. The Coffee Board offers the stall space on a cost sharing basis for each event, for display of your coffee samples/products, publicity material etc.

In this regard, a Google Form is created for receiving the Expressions of Interests through the following link: <https://forms.gle/f8LBLj23Qb3ZvZqk6> and all interested Coffee Exporters and Stakeholders are requested to submit the online form on or before the **deadline of 30.05.2025 15:00 Hrs.**

Therefore, it is requested the Coffee fraternity in India to consider associating with the Coffee Board in participating in the above events. Should you need any further information in this regard, may contact the Promotion Section, Coffee Board, Bengaluru in the following contact details.

**Sri. Vishnu P.**  
**Senior Liaison Officer (Promotion)**  
Coffee Board, Bengaluru  
Email: [promotion.cb@gov.in](mailto:promotion.cb@gov.in), [prom.coffeeboard@gmail.com](mailto:prom.coffeeboard@gmail.com)  
Contact: **+91-8921192930**

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

**Encl.:** Approval Letter from the Government.

  
**Deputy Director (Market Research)**  
उप विदेशक (अनुसंधान), बा.आ.ए.  
Dy. Director (Research), MIU  
काफी बोर्ड / COFFEE BOARD  
नं. 1, डॉ. अम्बेडकर वीथि  
No.1, Dr. Ambedkar Veedhi  
बेंगलूरु / Bengaluru - 560 001

No. K-39013/2/2025-PLANT B  
Government of India  
Ministry of Commerce and Industry  
Department of Commerce

Udyog Bhawan, New Delhi  
Dated: 19<sup>th</sup> May, 2025

To

The Secretary,  
Coffee Board,  
No.1 Dr. B.R. Ambedkar Veedhi,  
Bengaluru -560 001

**Subject: Coffee Board's proposed Calendar of event for physical participation in external promotion events during 2025-26 – Reg.**

Sir,

I am directed to refer to Coffee Board's letter no. PRM/EXP/Physical Events/2024-25/224 dated 11.03.2025 on the subject mentioned above and to convey the in-principle approval of DoC for participation by the Coffee Board in the following Trade Fairs/Exhibitions during 2025-26 with an estimated expenditure of ₹600.00 Lakhs. The details are as under: -

Sl. No.	Event Name / Place	Date
1.	Coffex Istanbul, Turkey	09 – 11 May, 2025
2.	World of Coffee, Jakarta, Indonesia	15 – 17 May, 2025
3.	Cafex Cairo, Egypt	19 – 21 May, 2025
4.	World of Coffee, Geneva, Switzerland	26 – 28 June, 2025
5.	Vienna Coffee Festival, 2025 Austria	12 – 14 Sept., 2025
6.	World Food, Moscow, Russia	16 – 19 Sept., 2025
7.	SCAJ, Tokyo, Japan	24 – 27 Sept., 2025
8.	Host Milano, Italy	17 – 21 Oct., 2025
9.	Anuga Cologne, Germany	04 – 08 Oct., 2025
10.	Café Show, Seoul, 2025, South Korea	19 – 22 Nov., 2025
11.	MICE, Melbourne, Australia	TBD
12.	The New York Coffee Festival 2025, USA	TBD
13.	World of Coffee Dubai-2026, UAE	TBD

2. Entire expenditure on participation in the fairs/exhibitions by the Coffee Board would be met out of the Market Development & Export Promotion Scheme of the Coffee Board for the year 2025-26 under the relevant Head of Accounts.

3. This issues with the concurrence of the Finance Division of this Department vide their Diary No. 77/IFD/2025 dated 16<sup>th</sup> May, 2025.

Yours faithfully,



(Arun Kumar T)

Deputy Director

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Copy to: -

1. Finance Division, Department of Commerce.
2. B&A Section, Department of Commerce.
3. Guard file.