



1. Introduction:

Our organization is seeking proposals from experienced event management companies to organize and execute the ASEAN-EU Coffee Summit. This one-day conference aims to facilitate dialogue and collaboration among stakeholders in the coffee industry, focusing on EU Regulations and Living & Prosperous Income.

2. Event Overview:

Coffee is a globally cherished beverage that serves as an essential source of livelihood for millions of people around the world. The ASEAN region and the European Union are key players in the global coffee industry, both as producers and consumers. ASEAN member countries, Vietnam and Indonesia are the second and fourth largest coffee producers in the world respectively.

Currently, the coffee industry is at a crossroads, with producers facing an array of complex challenges that threaten their livelihoods. Producers and exporting countries are grappling with issues ranging from the adverse impacts of extreme weather to escalating production costs. In addition, the introduction of the EU Deforestation Regulation (EUDR) poses new challenges for coffee producers, potentially increasing their costs and restricting market access, but potentially also opportunities for more transparency and sustainability in the sector.

Recognizing the urgent need to address these challenges and to maximise potential opportunities in light of the developing regulatory landscape and to promote sustainability and fairness in the coffee sector, the ASEAN-EU Coffee Summit is proposed as a one-day conference to delve into the two critical topics - EU Regulations and Living & Prosperous Income.

The conference is expected to co-locate with the International Café and Beverage Show at Kuala Lumpur Convention Centre on 24th May 2024.

3. Event Objectives:

The ASEAN-EU Coffee Summit aims to serve as a platform for dialogue and establishing collaboration among the ASEAN Secretariat, key government representative from 10+1 ASEAN countries and the ASEAN Coffee Federation members. The summit's primary goal is to foster meaningful discussions and partnerships that can drive positive change in the coffee sector. It will provide a unique opportunity to address the challenges faced by the producing community while also exploring solutions and innovations in line with the summit's key themes. A primary output from the summit would be strategic positions from the ASEAN Secretariat and ACF participants on the two topics.

4. Event Themes:

The summit will focus on two key themes:

1. **EU Regulation:** Exploring EU regulations governing coffee import/export, specifically the EU Deforestation Regulation (EUDR), and enhancing traceability, transparency, and compliance along the supply chain.
2. **Living & Prosperous Income:** Addressing fair compensation for coffee farmers and workers to ensure a dignified livelihood, identifying living income benchmarks, and proposing solutions to close income gaps.

5. Event Format:

a. Hollow Square Meeting Setup:

- The summit will be arranged in a hollow square meeting setup to facilitate engagement and interaction among participants.
- This layout encourages collaborative discussions and allows for clear visibility of speakers and participants.

b. Main Sessions:

- The summit will consist of two main sessions focusing on key themes: EU Regulation and Living Income.
- Each main session will be further divided into two sub-sessions:
 - **Informational Session:** Presentations and discussions to provide an overview and insights into the respective theme.
 - **Solution Discussion Session:** Interactive sessions aimed at identifying challenges and exploring innovative solutions.

6. Target Participants:

- Government representatives and policymakers
- Coffee industry associations and organizations
- Coffee exporters and importers

7. Scope of Work:

The event management company is expected to:

- Coordinate all aspects of event planning and execution, which includes but is not limited to, managing delegate registration, flight and hotel booking, logistics, hiring of photographer/videographer, marketing services, printing, audiovisual requirements, and other event-related services.
- Secure a suitable venue capable of meeting the requirements set by ASEAN Coffee Federation

8. Expected Deliverables:

The event management company is expected to deliver:

- A comprehensive event plan, including timelines and logistics.
- Seamless on-site event management and coordination.
- Post-event evaluation and reporting.

9. Evaluation Criteria:

Proposals will be evaluated based on:

- Experience and expertise in organizing similar events.
- Creativity and innovation in event planning and execution.
- Cost-effectiveness and value for money.

10. Submission Guidelines:

Interested event management companies are requested to submit their proposals by **8 April 2024**, including:

- Company profile and relevant experience.
- Proposed event plan, including agenda and budget.
- Any additional supporting materials.



11. Contact Information:

For inquiries and proposal submissions, please contact karmen@aseancoffee.org and vinnie@aseancoffee.org

We look forward to receiving your proposals and partnering with a capable event management company to make the ASEAN-EU Coffee Summit a success.