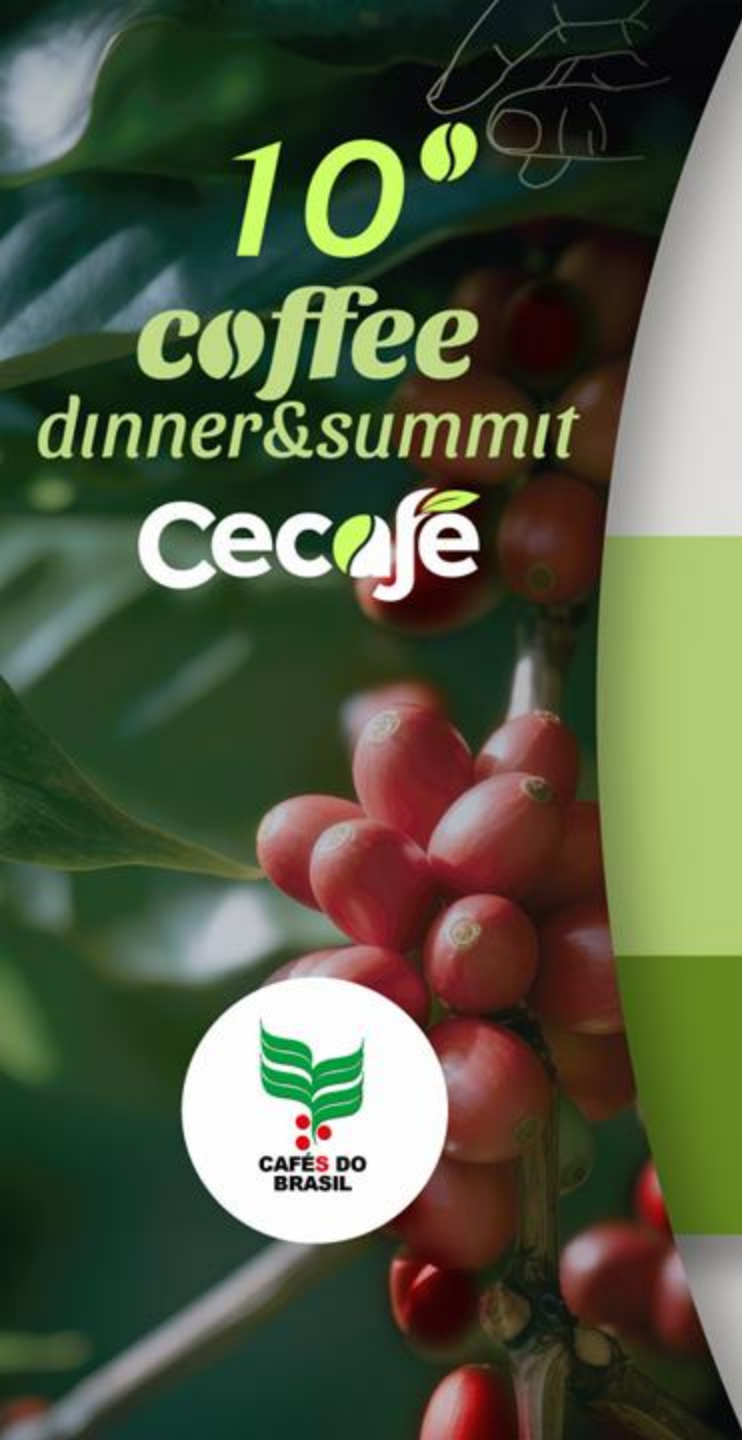




10<sup>th</sup>  
coffee  
dinner & summit  
Cecafé



# COLOMBIA WHERE QUALITY MEETS RELIABILITY



10<sup>th</sup>  
coffee  
dinner&summit  
Cecafé



**Brasil and Colombia**  
are increasingly united  
as the source of the  
best coffee.

# COFFEE IN THE WORLD

## SUSTAINED CONSUMPTION GROWTH

MILLION 60-KG BAGS



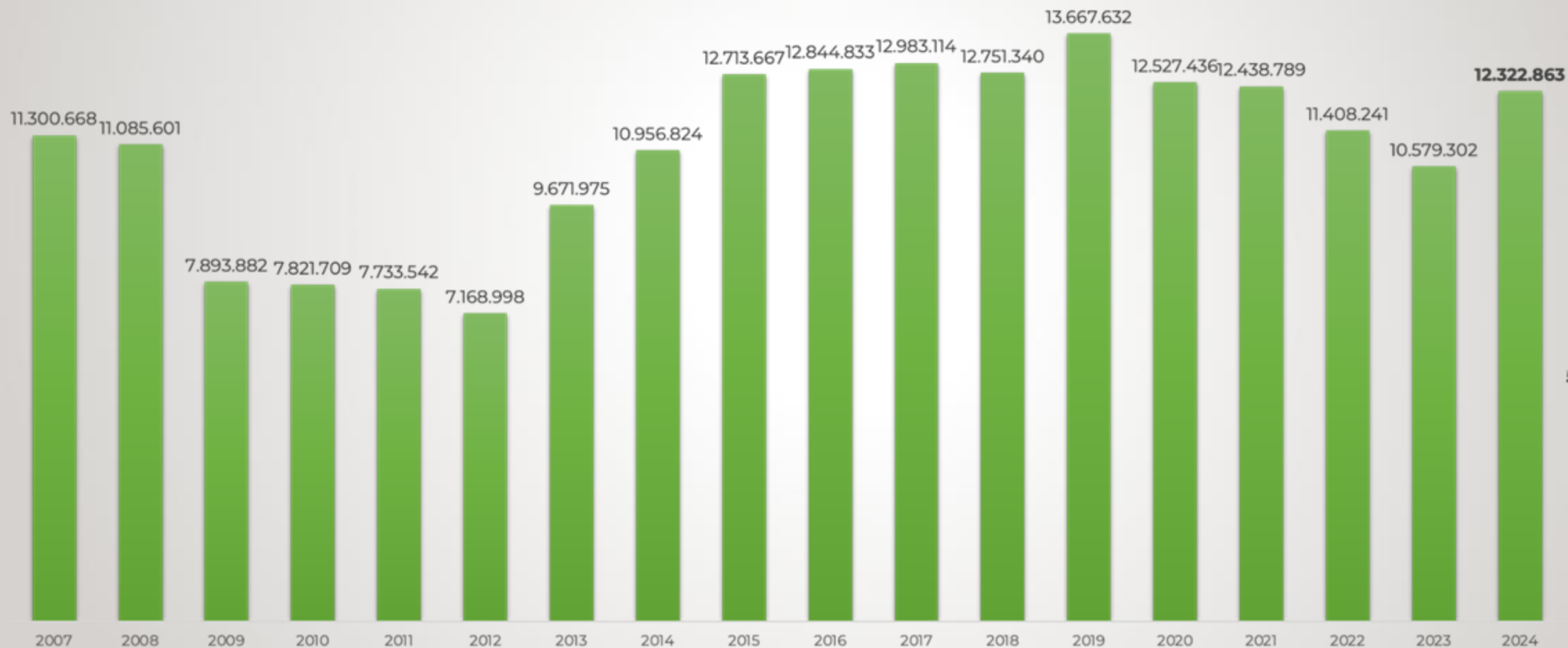
# 2,5 BILLION CONSUMER TO ENTER



# +200 MILLION BAGS WORLDWIDE BY 2030



# COLOMBIA'S HISTORIC EXPORTS



# COLOMBIA IS A **RELIABLE MARKET**

MID-TERM GOAL: **20** MILLION BAGS

## SUPPORT TO BE SUSTAINABLE (FAIR PRICE), NOT JUST SURVIVE

SCIENCE, TECHNOLOGY, FINANCING TOOLS, AND PARTNERSHIPS.

**CLIMATE CHANGE  
IS NO LONGER A  
RISK.** IT'S A LIVED  
REALITY.



**SHARED VALUE IS NO  
LONGER A SLOGAN.**  
IT'S A CONDITION FOR  
INDUSTRY SURVIVAL.

BY 2030, THE WORLD WILL  
NEED AT. **LEAST 200 MILLION  
BAGS OF COFFEE** ANNUALLY

**GLOBAL DEMAND WILL  
GROW.** 2.5 BILLION PEOPLE  
STILL DON'T DRINK COFFEE.

THE QUESTION IS NOT IF  
WE WILL ADAPT, BUT HOW  
**FAST AND HOW BOLDLY  
WE WILL DO SO.**



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BUT WE BELIEVE IN THIS:  
**THE BEST DEFENSE IS  
OFFENSE.** (CENICAFE)



**NEW:**

**CASTILLO 2.0**

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# DIFFERENTIATION IS THE ONLY SUSTAINABLE COMPETITIVENESS





- COFFEE PRICES HAVE NEARLY TRIPLED.
- GLOBAL DEMAND REMAINS STRONG.
- SO WHY TRY TO PUSH PRICES DOWN?
- THERE IS NO SUSTAINABLE COFFEE — IF WE DON'T DECIDE TO BUILD VALUE BOTTOMS UP!.



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