

THE HINDU Business Line

IICF moves out to Delhi

Our Bureau

New Delhi, Dec. 7:

They have smelt the coffee and moved. The coffee industry has sniffed which way the wind is blowing and in line with the growing consumption in non-traditional areas, shifted its biennial big promotional event. The fourth edition of India International Coffee Festival (IICF) will move out of its traditional ground of Bangalore and will be held in New Delhi from January 18-20, 2012.

“New Delhi is the hub of the emerging North Indian coffee consuming market. It is our aim and mandate in this and succeeding IICF events in the region, to make coffee drinking as much a habit as it is in South India,” said Mr Anil Kumar Bhandari, President of the newly created India Coffee Trust.

Industry stakeholders have come together to form and fund India Coffee Trust to promote consumption in the country and organise the IICF, which was earlier done by the Coffee Board.

Coffee consumption in the non-traditional regions has grown 40 per cent year on year and the northern States have contributed to more than 50 per cent of the growth. The coffee consumption has increased to over 1.08 lakh tonnes in 2010, up from 1.02 lakh tonnes in 2009, said Coffee Board chairman, Mr Jawaid Akhtar. This growth is attributed to the spurt in ‘out-of-home’ consumption triggered by rise in café outlets coupled with increasing income levels and urbanisation.

‘Growing with Coffee’ is the theme for IICF 2012 and is primarily aimed at highlighting the opportunities for growth in domestic market segment for all players like growers, roasters, retailers among others.

Keywords: [fourth edition](#), [India International Coffee Festival](#),



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FDI suspension a step in right direction, says Moily



Describing the move to suspend decision on FDI in retail as a step in right direction, the Corporate Minister, Mr M Veerappa Moily on Wednesday said the intention is to keep the “policy on”.»

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