

## Press Release

### COTECA-2014

A delegation from the Coffee Board of India, Bengaluru comprising leading coffee companies from India attended COTECA, the international trade fair for coffee, tea and cocoa held in Hamburg from September 24-26, 2014. Consul General Dr. Vidhu P Nair visited the Coffee Board's stand on September 24 and interacted with the Indian exhibitors. He was also present at the 'Coffees of India Show' organised on the same day during which presentations were made about various types of coffee available in India and the latest developments in the Indian coffee industry including production of new varieties of pest resistant plants, new flavours, state of the art machines, corporate social responsibility etc. The highlight of the show was the unique *Flavour of India-Fine Cup Award* ceremony in which coffee brands were selected based on their quality by an international jury and were given away prizes by CG. Mr. Bernd Aufderheide, President and CEO of Hamburg Trade Fair Authority also visited the Coffee Board stand and interacted with the companies. On September 25, a business interactive dinner was arranged by the Coffee Board which was attended by important German/European traders of Indian coffee as well as agents and journalists. COTECA-2014 offered an important platform for showcasing the prime grades of Indian coffee in the international market especially the speciality coffee which fetch high premium.

Hamburg  
September 27, 2014



