

International Fund for Agricultural Development (IFAD) and Japan's Ministry of Agriculture, Forestry and Fisheries (MAFF) Partner with Japanese Private Sectors, UCC and Marubeni, to improve the Sustainability of Small-scale Coffee Production in Tanzania



**Enhanced Linkages between Private sector and Small-scale producers (ELPS) Initiative
“Sustainable Coffee Production Project” launch event**
-Towards a world where we can drink delicious coffee in 2050-

Friday, 20 September 2024

9:00 – 10:00 (Rome time) / 16:00 – 17:00 (Japan time)

Agenda

- **Opening Remarks by IFAD Vice President, Gérardine Mukeshimana (online)**
- **Opening Remarks by Parliamentary Vice-Minister for Agriculture, Forestry and Fisheries, Mitsuo Takahashi**
- **Greeting by the Ministry of Foreign Affairs of Japan (tentative)**
- **Greeting by H.E. Baraka Haran Luvanda, Ambassador of the United Republic of Tanzania to Japan**
- **Presentation on ELPS initiative by MAFF Director for Multilateral Affairs, Ritsuko Yoneda**
- **Presentation on sustainable coffee production project by IFAD Lead Specialist on Market and Value Chain, Rick van der Kamp**
- **Video message from Tanzanian coffee producers**
- **Panel Discussion**
 - **Osamu Kubota, Deputy Assistant Minister, Export and International Affairs Bureau, MAFF**
 - **Fumihiko Asada, Representative Director-President, UCC**
 - **Hidefumi Oya, Executive Officer, Chief Operating Officer, Food Division - I, Marubeni**
 - **Rick van der Kamp, Lead Global Technical Advisor on Markets and Value Chains, PMI IFAD**
- **Q&A session**

Zoom link registration:

https://ifad.zoom.us/webinar/register/WN_bAZCzdJbSeukL6BEUGXmZg#/registration