



**Australian
Aid** 

Coffee with a story

Australia's Market Development Facility at MICE 2022



There are three distinct origins on display at the Market Development Facility (MDF) stall at the Melbourne International Coffee Expo 2022. All three are small, beautiful countries that grow their specialty coffee at different altitudes, with varying levels of expertise and resources. Their common thread is a shared story – of vibrant new coffee destinations entering the world market, backed by the efforts of thousands of smallholder farmers growing coffee in their gardens, backyards or small land plots.



We are an Australian Government-funded private sector development program operating in the Asia Pacific. We support our partners, who range from small farmer cooperatives and medium sized businesses, to large exporters and industry associations, to invest in business models that support entire market systems to thrive.

We work in the coffee industries of Timor-Leste, Papua New Guinea and Sri Lanka because, while they are still emerging into their full potential, the right support can help them prosper. Why coffee? In all our partner countries, the specialty coffee value chain is composed of businesses dedicated to sector growth but lacking the capital or technical expertise to truly make a difference. Moreover, across the board are smallholder farmers who are the primary producers of this specialty coffee, and the growth of these coffee markets can ensure higher incomes, more jobs, and a better standard of living for farming communities.



Why MICE? Our partners are at MICE because it brings together the best the coffee world has to offer in a premium coffee lover's paradise. It is an opportunity for our partner to showcase their coffees and for a brand new group of consumers to experience them.



Who's at MICE?



Coffee from Timor-Leste

Well-known to Australians as a regional neighbour and holiday destination, Timor-Leste is also home to a growing specialty coffee scene. At the MDF stall, our partner, Asosiasaun Café Timor (ACT), showcases a selection of coffees from Timorese producers that are capturing the world's imagination: Cafe Brisa Serena (CBS), Kape Diem and PARCIC (Aroma Timor).



Coffee from Papua New Guinea

The country renowned for its vibrant culture and stunning natural beauty is also emerging as a coffee producer to be reckoned with. Close to 27 per cent of PNG's agricultural exports in 2021 were coffee, and nearly 450,000 farming households are involved in the sector. The PNG stall features specialty coffees grown in PNG's scenic highlands. Coffee Industry Corporation, Nowek Coffee, Kongo Coffee, Banz Coffee and Cateco Trading will be at MICE.



Coffee from Sri Lanka

Most international coffee drinkers are familiar with Ceylon Tea, Sri Lanka's iconic and beloved beverage. Many do not realise that coffee preceded tea in the Indian Ocean island and that, in the 1800s, Sri Lanka was among the world's biggest coffee producers. With specialty coffee making a comeback, the country's coffee market presents a one-of-its-kind opportunity for investors looking for hidden gems. At the MDF stall, Sri Lanka features specialty coffees from across the country's Central Highlands.



How to buy

Find out how you can buy coffee or meet businesses by chatting with an MDF or MDF partner representative.

Learn more:



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Market Development Facility (MDF)