

Café de Angola: Connecting the Cultures of the World!

A Part Diplomatic and Economic Program for the Promotion Angola's Brands at Expo 2020 Dubai.



Dubai, United Arab Emirates Mar 13, 2022 ([Issuewire.com](https://www.issuewire.com)) - The Ministry of Foreign Affairs (MIREX), in collaboration with the Angola Pavilion at Expo 2020 Dubai, launched the Angola coffee exhibition as part of an economic, diplomatic program aimed at promoting Angolan coffee brands. Aligned with the Expo's theme week: Food, Agriculture and Livelihoods. Angola hosted a 5-days event at the Angola Pavilion under the slogan "Café de Angola: Connecting the Cultures of the World!".

The event that had been hosted on the open stage of the Angola pavilion started with the opening speech of Mrs. Albina Assis Africano - Angolan Commissioner-General, where she welcomed the investment delegation from Angola and all speakers from Ethiopia, Sao Tome and Principe, Costa Rica, Mexico, Timor Leste Saudi Arabia, and Egypt. The opening words highlighted Angola's history in the coffee industry and the great agricultural potential of Angola's lands in producing the best quality of different types of coffee. Mrs. Africano also highlighted the intention of Angola's to increase coffee production and turn Angola to become one of the top countries in producing coffee worldwide, as said: "We are going to grow coffee, we are going to make ecological coffee, using cade straw as fertilizer, thus contributing to the diversification of the national economy".

The five-day event raised the importance of enhancing the coffee industry and investment in the

Agriculture sector, wherein a special delegation came from Angola to Dubai, headed by Ambassador Carlos Sardinha, Director of International Cooperation, and integrating officials from MIREX, the Angolan Private Investment Agency and Export Promotion (AIPEX), and the National Coffee Institute (INCA), as well as coffee producers and brands like Café Ginga, Café Bela Negra, Café Calulo, Café Gabela, Novagrolíder, Cáfrica, and Tumbwaza.

That is where Ambassador Carlos Sardinha added, "In the 70's we were the world's third-largest coffee exporters. Since then, the world has changed a lot, and so has Angola! But our coffee still maintains the same quality, rich flavor, and best aroma because our farmers work with love, sacrifice, and respect for nature and our traditions, making sure to give the world the best we have. Our institutional objective is to re-launch the national coffee sector, taking into account the international standards. With the initiative: "Angolan Coffee: Connecting the Cultures of the World", the Ministry of Foreign Affairs is praising the world's diversity, because it doesn't matter what the forms or rituals used to prepare coffee, we think that people that love coffee as coffee excellence will start to use Angolan coffee because of its quality".

The Café de Angola event also featured the largest showcase of the universal exhibition with Angola brands presenting coffee tasting, lectures, round tables, and documentaries showing Angola coffee and quality.

The livable, attractive event also welcomed innovation and creative art on stage, wherein the power of the TechFin industry took place in introducing Angola coffee to the world! Ms. Noha Jaheen, the owner and founder of [Click Media](#), said "There are more than 1 billion coffee lovers all over the world! ... by the spreading & targeting power of the TechFin and E-commerce industries that are formed the main concept of [Click Media](#), as the 1st Media E-commerce Digital Platform, Angola coffee can go far and far all over the world while enhancing different coffee sectors of agriculture, industrial and export. This is how Angola can regain its place as one of the top coffee producers countries all over the world!".

Finally, the event ended with a dancing and music performance presented by Daniel Nascimento and the Kina Ku Moxi band, which attracted Expo visitors to enjoy coffee with Angola.



Media Contact

Click Media

info@click-ae.com

Source : Angola Pavilion - Dubai

[See on IssueWire](#)