



DMCC Initiates New Trade Dialogue with German Coffee Industry

- *DMCC engages with over 200 leading representatives of the German coffee industry at the Kaffee-Kongress in Berlin*
- *Executive Chairman delivers keynote speech at the event organised by the German Coffee Association ahead of the imminent DMCC Coffee Centre launch*

13 January 2019

DMCC – the world’s flagship Free Zone and Government of Dubai Authority on commodities trade and enterprise – is set to start a new trade dialogue with the German coffee industry after engaging with the nation’s leading coffee traders, brokers, roasters, producers, machine manufacturers, logistics companies, laboratories and sustainability organisations.

Ahmed Bin Sulayem, Executive Chairman of DMCC, delivered a keynote speech at the prestigious Kaffee Kongress (“Coffee Congress”) in Berlin, organised by Deutsche Kaffeeverband (“The German Coffee Association”) on Thursday, 10 January 2019.

Offering insights on the history and rapid growth of the Middle East coffee industry, the Executive Chairman highlighted the opportunity presented to German coffee-related companies, and explained how DMCC is best placed to help them expand operations in the region.

Delegates in attendance were also briefed on the state-of-the-art DMCC Coffee Centre. With its official launch scheduled for next month, the 7,500 sq/m facility provides temperature controlled storage handling up to 20,000 tons per year and is the only facility of its kind in the region.

Ahmed Bin Sulayem said:

“Ladies and gentlemen, there has simply never been a more exciting time for German coffee companies in the Middle East region.

We are growing fast, and we need the quality and experience that you all bring to serve this increasing demand.

Dubai generally, and DMCC specifically, stand ready to help you make the most of this opportunity, and partner with you to succeed.”

Background

Germany is one of the world's largest importers and exporters of coffee, with the Middle East being the fastest growing coffee consumption market in the world.

Further details of the DMCC Coffee Centre will be announced in February at the Gulfood event in Dubai.

About DMCC

Headquartered in Dubai, DMCC is the world's most interconnected Free Zone, and the leading trade and enterprise hub for commodities. Whether developing vibrant neighbourhoods with world-class property like Jumeirah Lakes Towers and the much anticipated Uptown Dubai, or delivering high performance business services, DMCC provides everything its dynamic community needs to live, work and thrive. Made for Trade, DMCC is proud to sustain and grow Dubai's position as the place to be for global trade today and long into the future.

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