

State of Parana and its government are interpreting the wishes of the coffee growers from all parts of Brazil to organize the World Coffee Congress along constructive, timely and realistic lines.

Objectives of Parana Conference

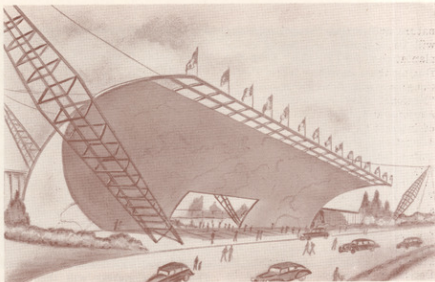
The objectives of the Centennial Committee are the following:

(1) To establish a system of specialized relationship of a practical and permanent nature between the coffee producers their respective governments.

(2) Not to create any limits to these relationships, but to develop them not only among producers, but also among all men engaged in the coffee trade—growers, industrial processors, exporters, importers, roasters, distributors and retailers alike.

(3) In order to establish without any delay such urgent relationships, the Congress of Curitiba of 1953 will take the initiative to establish periodical coffee meetings throughout the world by constituting itself as the first regular World Coffee Congress. These meetings will subsequently be held every three years in the country designated by each previous Congress.

(4) In order to guarantee the success of these triennial meetings, Parana will only suggest that an agreement be reached to hold them, and to propose that their organization be simplified, at least in the beginning. Thus in the intervening time between the Congress of 1953 and the Congress of 1956, after country "X" has been selected as



The administration building and entrance to the Parana Centennial Celebration. Immediately inside the entrance are the eleven coffee pavilions, behind which will be other buildings devoted to the Curitiba Fair, agriculture and livestock, industry and commerce, restaurants and displays.

the site for the Second World Coffee Congress, Brazil will maintain for one and a half years, or until July 1955, in Curitiba, a General Executive Secretariat of the Congress, which will be in charge of publishing the records of the Parana meeting and putting its recommendations and resolutions into practice. In the next year and a half, from July 1955 until December 1956, the General Executive Secretariat will be transferred to the country of the site of the 1956 Congress, with personnel chosen by that country to organize and prepare for the second meeting.

This subject will naturally be a subject of discussion at the coming Parana meeting.

First Session of Congress

The First World Coffee Congress will begin its sessions on the morning of December 11 and adjourn nine days later, on December 19, the day of the Centenary. On the same day, December 19, the International Coffee Exposition will commence and will remain open for four months.

The first four sessions of the Congress, on December 11, 12, 13 and 14, will be mostly of a preparatory



Above is a table model of the buildings which will house the Parana Centennial Celebration. One-story buildings are constructed of wood and aluminum. The eleven pavilions of the International Coffee Exposition and buildings where World Coffee Congress will meet are in right foreground adjacent to the entrance to the grounds.