SPIRIT OF COFFEE 2.0

CONCEPT NOTE

Specialty Coffee: Nigeria's Next Great Export Story

18–19 November 2026 | Arts and Culture Centre, Garki Area 10, Abuja

1. The Event

Spirit of Coffee 2.0 is the second edition of an annual specialty coffee summit, following the inaugural Lagos edition. It will be held on 18–19 November 2026 at the Arts and Culture Centre, Garki Area 10, Abuja, and is convened by Spirit of Coffee with WASCA and Naeche Communications Ltd as partners.

About 1,700 guests are expected: producers, café owners, roasters, investors, financiers, diplomats, agricultural bodies and the press. The Federal Ministry of Agriculture and Food Security has granted title recognition, with its name and logo on festival branding and at the venue.

2. The National Case

Nigeria's coffee output fell from 3,830 tonnes in 2000 to 1,844 tonnes in 2023, and exports dropped to under 22 tonnes (AGRISE, January 2026). Yet the Federal Ministries of Agriculture and of Industry, Trade and Investment, CRIN, NEPC, IITA and NACOFTAN are now united behind a coffee revival initiative, and NEPC views coffee as a contributor to non-oil exports (Agrifocus Africa, June 2026). Africa, the continent of coffee's origin, supplies only about 12.5 per cent of global production (Agrifocus Africa, June 2026).

The opening is clear. Specialty coffee, which rewards quality, traceability and origin story rather than volume, is the most credible route by which Nigeria can re-enter the world market.

3. Vision and Objectives

Our vision is to make Abuja West Africa's meeting point for specialty coffee. The summit has five objectives:

- Position Nigerian specialty coffee before buyers, financiers and policymakers.
- Connect farmers and café owners to finance, markets and technical partners.
- Showcase the world's leading origins alongside Nigeria's emerging terroirs.
- Create jobs for youth and women through training and competition.
- Advance the Nigeria–UAE and Nigeria–producing-nation partnerships.

4. Programme Pillars

1. **Farming and Accountability:** value-chain financing showcase, farmer–investor matchmaking, export-readiness forum.
2. **Trade and Commerce:** specialty coffee auction and cupping pavilion, B2B buyer meetings, exhibition.
3. **Art and Cultural Exchange:** country pavilions, Nigeria–UAE cultural session, art showcase.
4. **Coffee Culture and Craft:** National Barista Championship, WASCA masterclasses, Gala Dinner and Awards.

5. Why Each Sponsor Group Should Join

Sponsor group	Their interest	What the summit offers
Opay, FirstBank	SME and agribusiness customers; digital payments	Official Payments Partner (cashless ticketing and booth payments); agribusiness financing clinic before 1,700 café owners and SMEs

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NIRSAL, Bank of Agriculture, CBN	De-risking and financing agricultural value chains	Value-Chain Financing Showcase; investor–farmer matchmaking; agric-finance exhibition slot and patronage for the CBN
BUA, Dangote / Olam Agri	Sourcing, brand leadership, global trade	Naming rights to a flagship feature; direct B2B meetings with growers and roasters; a natural platform for Olam Agri as a global coffee trader
World Bank / IFC, Rabobank Foundation, AGRA	Smallholder development and export readiness	Export-Readiness Forum; pilot-project presentations; a platform aligned with value-chain concept notes
CFC, ICO	Coffee-mandate development and policy	Policy dialogue, technical sessions and patronage
Mastercard Foundation	Youth and women employment	Youth and Women in Coffee Track: barista competition categories and WASCA training scholarships
UAE entities (DMCC, Emirates NBD)	Nigeria–UAE trade; DMCC coffee centre	UAE Pavilion; Nigeria–UAE Trade and Cultural Exchange session
Brazil, Colombia, Kenya, Ethiopia	Origin promotion, trade and diplomacy	Country showcases, origin cuppings and an Ambassadors' Roundtable

The Africa Agricultural Technology Foundation and the Agriculture Society of Nigeria will join the audience as sectoral partners.

6. Sponsorship Packages and Cost

Package	Slots	USD	Naira (₦)
Title Partner (co-branding, keynote, premium pavilion)	1	50,000	66,600,000
Platinum Partner	2	25,000	33,300,000
Gold Partner	4	12,000	15,984,000
Silver Partner	6	6,000	7,992,000
Naming rights: Gala Dinner and Awards	1	15,000	19,980,000
Naming rights: Barista Championship	1	10,000	13,320,000
Naming rights: Auction and Cupping Pavilion	1	10,000	13,320,000
Official Payments / Digital Partner	1	8,000	10,656,000
Country or Diplomatic Pavilion	4	3,000	3,996,000
Premium booth	—	1,877	2,500,000
Standard booth	—	1,126	1,500,000
Café / start-up booth	—	563	750,000

Government and intergovernmental patrons (the Ministry, CBN, ICO) join as non-cash patrons. Naira figures are at ₦1,332 per US$1, the official market rate in October 2026.

7. Estimated Production Budget

Item	Naira (₦)	USD
Venue, set-up and dismantling (3 days)	15,000,000	11,261
Staging, sound, lighting, screens	14,000,000	10,511
Exhibition build, pavilions, signage	10,000,000	7,508

Item	Naira (₦)	USD
Barista Championship	12,000,000	9,009
Auction and cupping lab	8,000,000	6,006
Catering, coffee service, Gala Dinner	45,000,000	33,784
Speakers and international delegates	25,000,000	18,769
Awards and trophies	4,000,000	3,003
Security, medical, protocol	6,000,000	4,505
Media, PR, digital content	15,000,000	11,261
Printing, branding, accreditation	5,000,000	3,754
Secretariat, transport, logistics	8,000,000	6,006
Subtotal	**167,000,000**	**125,375**
Contingency (10%)	16,700,000	12,538
TOTAL	**183,700,000**	**137,913**

If every Title, Platinum, Gold, Silver and naming-rights package is taken, they raise about US$227,000 before booth income. The budget is therefore covered at roughly 61 per cent take-up, leaving a margin for scholarships and the 2027 edition.

8. Invitation

Spirit of Coffee 2.0 invites your institution to stand with Nigeria as it reclaims its place in the world of specialty coffee. To discuss a package, please visit www.thespiritsofcoffee.com.