Coffee Ideas!
Small is powerful

Auroville - Ethiopia 2011  
Marc Tormo
Saturday 29 October 2011
Natural Coffee Forest
Coffee Unites people

- the coffee moment is our starting point
Coffee Ideas! in action

- Projects in Spain
- Projects in Auroville
- Projects in India
- Projects in Ethiopia
Catalunya, Spain.
(1994 - 1997)

- Start-up a new concept of speciality coffee shops in Barcelona.
- Customer education, promotion of coffee & tea culture
- Innovation, branding, marketing
Auroville: community building projects

- La Terrace - cafe, Solar Kitchen roof top
- Eco-markets
- Marc’s coffee brand: from seed to cup
All are Raw, 100% Vegan
Come at 12
for Raw Pizza, Bread, Hummus, Salad & others.
India

- Heritage boutique-cafes in Chennai
- Brand consultant for organic coffee
- Pondicherry Tourism Development Corporation. Le Cafe Project
- Tranquebar (ex-danish colony)
Training programs in Tranquebar

- Danish foundation - Best seller: funding agency
- Upasana: project holder
- Coffee Ideas! food sector
learning cooking sessions

- Cross-cultural
- Woman empowerment
- Capacity building
- Tradition & innovation
Small Scale Business

- Moveable cart for food and craft sales
Tranquebar is a small beach town at the delta of the River Kaveri located along the Coromandel Coast in the state of Tamil Nadu. Tranquebar lies in the Nagapattinam district, about 35 kms north of Nagapattinam town, abutting the Bay of Bengal.

The town was founded by the Danish East India Company in the year 1620 when the Danish landed on the coast of Tranquebar. The entry to this town is marked by an impressive 200 year old gateway built in Danish architectural style and has the Danish Royal Insignia on it. The town still retains a lot of its old...
Ethiopia?

- New concept of a boutique-cafe with a social & environmental approach
- Moveable cafe to promote Ethiopian coffee & culture around the globe.
- Position Addis Ababa as the coffee capital of the world
- Assist coffee entrepreneurs in their start-ups

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Vision

Write a new story for Ethiopian coffee, from the seed to the cup.
A true story of a coffee that inspires and respects the people and the environment.

Value addition must be done at the country of origin.
• I love Coffee!

Thank you