



**EACMC**  
East African Coffee  
Markets & Conference

# East Africa Coffee Markets & Conference (EACMC) 2026

## Brochure

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***Theme:*** From Farm to Flavor: Quality, Compliance & Market Growth

**Dates:**

- *Grand Expo & Conference: October 28–30, 2026 – Nairobi*
- *East of Rift Regional Coffee Days: June 2026 - Meru*
- *West of Rift Regional Coffee Days: March 12-13, 2026 – Eldoret*
- *Governors & Diplomatic Missions Roundtable: 27 October 2026*
- *Origin Visits: 31 October 2026*



# 1. Background

The East African Coffee Markets & Conference (EACMC) was launched in 2025 in Nairobi as a producer-centred, market-focused platform. The inaugural edition brought together:

- ✓ Thousands of visitors across two days,
- ✓ 50+ exhibitors from across the coffee value chain,
- ✓ A strong core of green coffee suppliers – estates, unions and cooperative societies –
- ✓ Key public and private institutions: regulators, traders, financiers, development partners, tech firms and universities.

For many cooperatives and estates, EACMC 2025 was the first time they sat across the table from serious local and international buyers in one space, with cupping, B2B sessions and real follow-up leads.

Building on this foundation, EACMC 2026 evolves from a once-a-year event into a year-round pipeline:

- ✓ Regional Coffee Days & Farmers' Clinics in key producing zones in Kenya;
- ✓ A structured Flavours of East Africa coffee pathway;
- ✓ A three-day Grand Expo & Conference in Nairobi serving as the anchor marketplace.

The pipeline is designed around Kenya's current realities: low production, under-used infrastructure, cashflow challenges, compliance (EUDR), youth unemployment and low domestic consumption, despite strong global demand and premium prices for Kenyan and East African coffees.





## 2. Overall Goal

To build a continuous, practical and inclusive buyers–producers marketplace that

- ① Helps farmers and cooperatives produce more and better coffee.
- ② And grows domestic consumption, especially among youth and emerging urban centres
- ③ Connects East African coffees to high-value local and international buyers
- ④ Strengthens institutions, systems and compliance.

## 3. Specific Objectives

By exhibiting at EACMC 2026, you are not just taking a stand – you are positioning your brand at the centre of East Africa's emerging coffee marketplace.

### ✓ Production & Quality:

Improve productivity and processing quality at farm and factory level through hands-on training, demonstrations and exposure to appropriate technologies.

### ✓ Processing & Factory Practices:

Raise post-harvest processing standards in all regions – especially emerging belts – through practical factory-level training, demonstrations and cupping feedback, so that coffees can consistently meet premium market requirements.

### ✓ Governance & Systems:

Strengthen cooperatives, unions and estates (duty bearers) on governance, cashflow, financing, traceability and EUDR readiness.



- ✓ **Market Access & Price Realisation:**  
Create structured avenues for direct engagement between producers and buyers (cupping, B2B, competitions) so that more value flows back to the farm.
- ✓ **Youth, Women & Domestic Consumption:**  
Engage youth and women across the value chain, and promote a coffee-drinking culture at home through social cupping, storytelling and lifestyle-driven activities (e.g. Run for Coffee, campus engagement and local music).
- ✓ **Regional Integration:**  
Position EACMC as an East African platform, with regional coffees represented in the Flavours of East Africa finals and in the Nairobi marketplace.

## 4. Core Components of the 2026 Pipeline

By exhibiting at EACMC 2026, you are not just taking a stand – you are positioning your brand at the centre of East Africa's emerging coffee marketplace.

- ① **Nairobi Grand Expo & Conference – EACMC 2026**  
The Nairobi event is the anchor marketplace, hosted at Visa Oshwal Centre, with:
  - Core Conference (3 days)
  - Grand Exhibition & Roasters' Village
  - Competitions & Public Events
  - Co-ops Congress & Farmers' Presence
- ② **Regional Coffee Days & Farmers' Clinics** – compact but high-impact events in Eldoret (West-of-Rift) and one East-of-Rift location, combining clinics, demos, cupping and exhibition.

### ③ Flavours of East Africa – Competition Pathway

Flavours of East Africa is the quality and storytelling spine of the platform

### ④ 4.4 Knowledge, Media & Legacy

To ensure the platform leaves more than memories:

- A concise proceedings/insights report capturing key recommendations and opportunities.
- Ongoing coverage through Smart Farmer Africa – including:
  1. *a refreshed Special Coffee Edition,*
  2. *mini-mags, newsletters and digital content,*
  3. *and storytelling around champions, regions, innovations and youth.*

## 5. Target Groups

- ✓ Smallholder farmers and cooperative members in key coffee counties (West and East of Rift).
- ✓ Cooperative unions, primary societies, estates and commercial farms.
- ✓ County governments (cooperatives, agriculture, trade, youth, gender).
- ✓ National coffee institutions and regulators.
- ✓ Local and international buyers, roasters and traders.
- ✓ Input and machinery suppliers, tech providers, financiers and insurers.

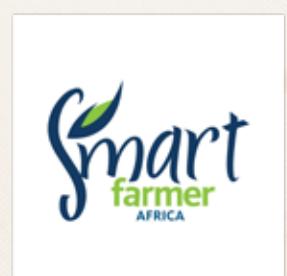
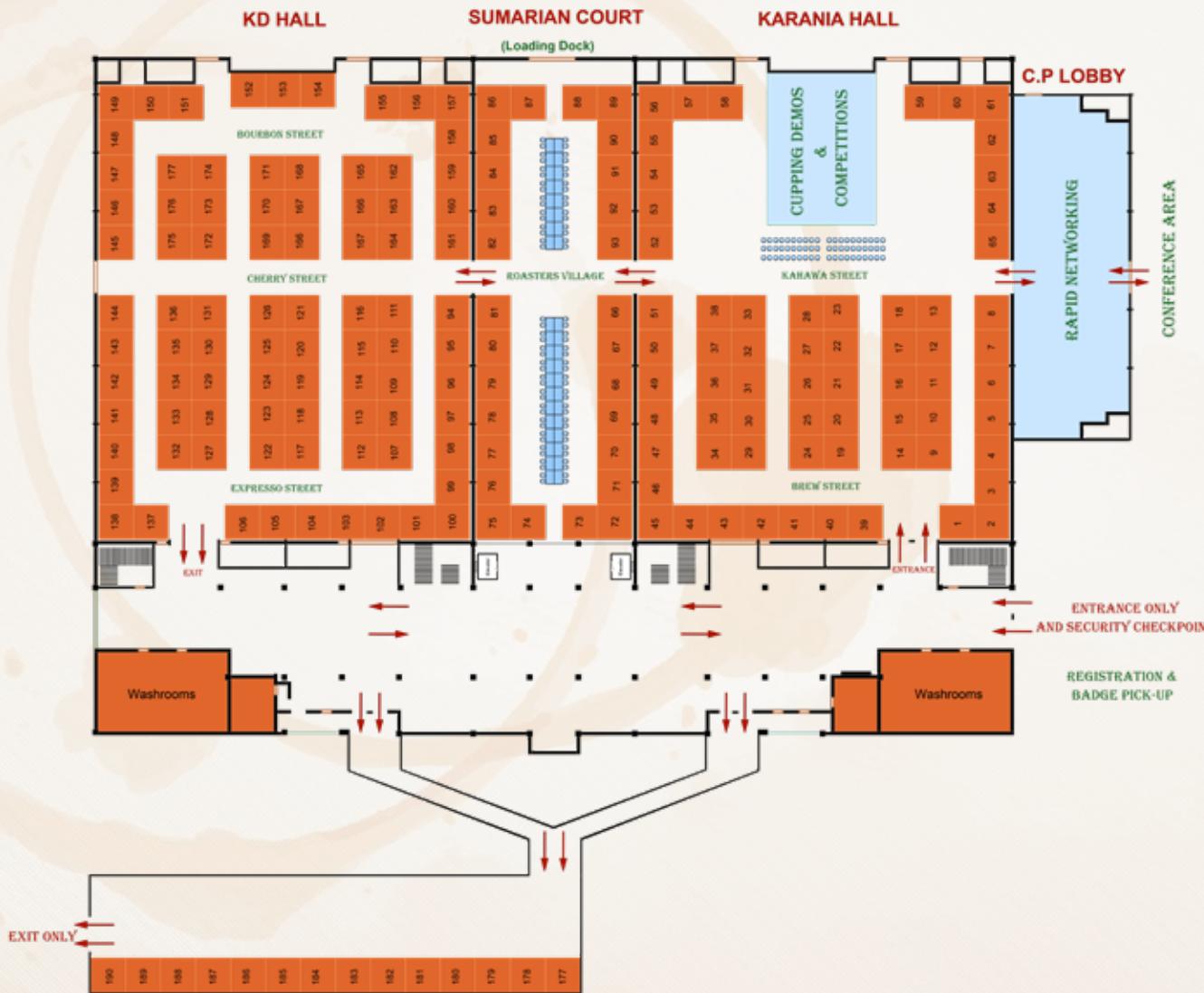
## 6. Implementation & Partnerships

The pipeline is coordinated by the EACMC Secretariat / Smart Farmer Africa, working in close collaboration with:

- ① National institutions (e.g. AFA–Coffee Directorate, NKPCU, NACCU, NCE)
- ② County governments in host and surrounding counties,
- ③ Universities (e.g. hosting Regional Coffee Days and the Run for Coffee),
- ④ Private sector sponsors and exhibitors,
- ④ Development partners and NGOs active in coffee, climate and livelihoods,

# EACMC 2026 FLOOR PLAN LAYOUT

# EAST AFRICAN COFFEE MARKETS AND CONFERENCE (EACMC)



 +254 742 409383/ +254 711 855565  
 events@smartfarmerkenya.com



[www.eacoffeemarketsandconference.com](http://www.eacoffeemarketsandconference.com)