

Parana Celebrates First Centennial With Coffee Congress and Exposition

Coffee Men From All Over the World Will Attend Gathering at Curitiba, December 11-19, to Consider Problems Affecting the Entire Coffee Industry— Meeting Will Be Followed by an International Coffee Exposition Which Will Last For Four Months

CURITIBA, September 21—The Centennial Celebration marking the 100th anniversary of the State of Parana as an autonomous state within the Brazil Federation will open in Curitiba, capital of Parana, on December 19, 1953. Parana is the youngest of the twenty Brazil States being separated from Sao Paulo on December 19, 1853.

Dr. Bento Munhoz da Rocha Neto, Governor of the State of Parana, has personally outlined the manner in which his State will celebrate its first 100 years of autonomy.

Governor Munhoz da Rocha is a member of one of Parana's oldest families and the son of a former Governor of the State and son-in-law of another. He is one of Brazil's best known young statesmen, a professor of Parana University and a member of the Federal Chamber of Deputies for many years. His program for the Centennial Celebration expresses the desire of his fellow citizens to show all Brazilians and the whole world on the occasion of its first centenary the remarkable accomplishments of Parana.

Dr. Brasil Pinheiro Machado, a distinguished professor of the University of Parana and a former governor of the State, is in charge of the Centennial Celebration as president of the General Committee.

During 1953, the centennial year, thirty celebrations are taking place, some of which are: the World Coffee Exhibition of Curitiba; the International Fair of Curitiba; scientific, economic, literary and artistic conferences and congresses; concerts, literary lectures and theatrical shows; religious and historical celebrations; sports events; tourist excursions to points of interest in the State, including the coffee plantations in Northern Parana; new mushrooming "coffee cities;" special visits to the famous Iguacu Falls, etc.

Among these celebrations the most important ones are the First World Coffee Congress of 1953 and the International Coffee Exhibition, both

to be held in Curitiba, capital of the State of Parana, the Congress between 11 and 19 of December, and the Exhibition starting December 19 and closing on April 19, 1954.

World Coffee Congress Postponed Until January

As this section was being printed a cable was received on October 19 from Ambassador Sebastiao Sampaio stating that the World Coffee Congress scheduled to be held in Curitiba December 11-19, 1953, has been postponed until January 14-22, 1954. It was too late to change the dates in the articles in this section, and therefore, the reader must keep the new dates in mind in reading these articles. The cable also advised that the International Coffee Exposition will open as originally scheduled, December 19.

In the cable Ambassador Sampaio stated "Early last week Brazil's consul general in New York cabled Parana's governor transmitting a suggestion of the United States coffee trade for postponement of Curitiba Congress until January due to the proximity in dates of the Congress and the U.S. National convention, as well as the nearness of Xmas holidays. After consultation, Governor Munhoz da Rocha cabled the New York consul general and your magazine that the Curitiba Congress was postponed to January 14-22 but that the Exposition would still open on December 19".

Ambassador Sebastiao Sampaio, a retired Brazilian diplomat, former Consul General of his country in New York for eight years, and official representative of Brazilian coffee interests in the United States for the same period, is in charge of the work

of organizing both the Coffee Congress and the Exhibition, as General Secretary and Executive Director respectively.

Brazil, which until quite recently was an exclusively agricultural country, and which only during the last quarter of a century has increasingly turned to manufacturing as well, is experiencing in Parana the third and most recent stage in its present economic cycle—the coffee cycle. After the first two successive stages of coffee production—those of Rio de Janeiro and of Sao Paulo—Parana is now surprising the world coffee producers by its production which, within a period of only ten years, increased from two hundred thousand to almost five million bags per year.

Bearing these considerations in mind, as well as the fact that the State, with an area of two hundred thousand square kilometers and a population of 2,200,000, has the highest agricultural production per capita of any State in Brazil, and the second largest contributor of foreign exchange to Brazil, the people of Parana and its Government, after consulting with the other Brazilian States decided to celebrate its first Centenary with, among others, the two important coffee events.

Despite governmental support, however, private enterprise will predominate in both the Congress and Exposition. Associations of coffee producers, agricultural associations, commercial associations of the coffee producing States and various other entities are taking active part in the organization; and all of them are permanently represented by the Association of Coffee Growers of Parana (APAC) in Curitiba, whose directors constitute, at the same time, the official Consultative Council of the Congress and Exhibition.

The purpose of Governor Munhoz da Rocha in promoting the Coffee Congress and Exposition is not only to bring together world coffee producers and consumers. In organizing the Congress and Exposition the