

The National Agricultural Export Development Board (NAEB) said Rwandan coffee ranked among the top five at an international cupping competition held during the World of Coffee San Diego, outperforming 48 other coffee samples.

The event, held April 10–12, 2026, in California, is part of the Specialty Coffee Association's global trade show series. Originally launched in Europe as the SCA's flagship gathering for coffee professionals, World of Coffee made its North American debut in San Diego, reflecting growing demand for international collaboration in the specialty coffee sector.

The exhibition brings together producers, roasters, traders and equipment manufacturers from around the world, highlighting sustainable sourcing, coffee science and craftsmanship. It features hundreds of exhibitors showcasing green coffee sourcing, roasting equipment, packaging innovations and emerging technologies in the coffee industry.

The event also includes cupping sessions, roaster villages, coffee design showcases, lectures and workshops focused on innovation, sustainability and best practices across the global coffee value chain.

World of Coffee San Diego additionally hosts official Specialty Coffee Association competitions, including qualifiers for the World Barista Championship and Brewers Cup, drawing top international competitors. The event also offers training through the Coffee Skills Program, which provides professional certification and industry development courses.

NAEB said Rwanda's performance reflects ongoing improvements in coffee quality and competitiveness on the global market. "This confirms Rwanda's commitment to improving quality, innovation and competitiveness on the international market," the agency said.

Rwanda attended the event to expand market access and promote its coffee internationally, as the sector remains one of the country's key export earners.

NAEB data show Rwanda exported 23,860 metric tons of coffee in 2025, generating \$148.6 million, up from \$89.8 million in 2024. Export volumes rose 39%, while revenue increased 65%.

Officials attributed the growth to higher production, stronger global prices and

continued investment in quality improvement and market expansion. They said the event also plays a broader role in strengthening global trade networks and promoting sustainability in the specialty coffee industry, while reinforcing San Diego's growing position in the North American coffee scene.