

WORLD COFFEE PRODUCERS FORUM

Medellín, Colombia. July 10 - 12, 2017

PRELIMINARY AGENDA

MONDAY, JULY 10

19:00 – 22:00



WELCOME COCKTAIL, INTERCONTINENTAL HOTEL.

TUESDAY, JULY 11

8:00 – 9:00



REGISTRATION

9:00 – 10:30



GREETING AND OPENING CEREMONY

- Remarks by the President of the Republic of Colombia, Juan Manuel Santos
- Remarks by the CEO of the Colombian Coffee Growers Federation, Mr. Roberto Vélez.
- Remarks by producers' representatives of Africa, Asia and Latin America
- Remarks by the Executive Director of the International Coffee Organization, Mr. José D. Sette

10:30 – 11:00



COFFEE BREAK

11:00 – 12:00



OPENING KEYNOTE SPEECH

Keynote Speaker
Univ. Prof. Jeffrey D. Sachs
Director, Center for Sustainable Development
The Earth Institute, Columbia University

12:00 – 13:30



LUNCH:

"The Global Arabica Plan"
Andrea Illy, Chairman Illycaffè S.p.A.

WORLD COFFEE PRODUCERS FORUM

Medellín, Colombia. July 10 - 12, 2017

14:00 – 15:00



FIRST PANEL

"Economic Sustainability of the Coffee Producer"

Moderator:

Fred Kawuma, Secretary General, Inter African Coffee Organization IACO

Panelists:

Dr. Andrew Mwihia Karanja, Independent Consultant on Rural Development and Agriculture, Kenya

Deputado Federal Silas Brasileiro, Executive President, Conselho Nacional do Café CNC, Brazil

Vietnam Coffee Producers' Representative (Name TBC)

Annette Pensel, Executive Director, Global Coffee Platform

Starbucks Coffee Company (Name TBC)

15:00 – 16:00



SECOND PANEL:

"Rural Development and Socioeconomic Indicators in the coffee world"

Moderator:

Ronald Peters, President, Icafe

Panelists:

Dorte Verner, Lead Agriculture Economist in Food and Agriculture Global Practice, The World Bank.

Jagdish Patankar, Managing Director, India Coffee Trust (Invited)

WORLD COFFEE PRODUCERS FORUM

Medellín, Colombia. July 10 - 12, 2017

Ishak Lukenge, Chairman, African Fine Coffees Association

René León, President, Promecafé

Bambi Semroc, Sustainable Coffee Challenge, Senior Strategic Advisor - Conservation International

16:00 – 16:30



COFFEE BREAK

16:30 – 17:30



THIRD PANEL:

"Adaptation to Climate Change in Coffee Production"

Moderator: Hernando Duque, Chief Technical Officer, Federación Nacional de Cafeteros de Colombia

Panelists:

Corey Watts, Independent Consultant, Science and Sustainability, Principal, BrightWater – Author of “A Brewing Storm, The Climate Change Risks to Coffee”

Enselme Ghouton, President, Agence des Cafés d'Afrique et Madagascar ACRAM

Vanusia Nogueira, Executive Director, Brazil Specialty Coffees Association BSCA

Nestlé (Name TBC)

19:00



OPEN DINNER

WORLD COFFEE PRODUCERS FORUM

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8:30 – 9:00



INSTALLATION OF SIMULTANEOUS WORK TABLES

9:00 – 11:00



ROOM 1: PRODUCTION/PRODUCTIVITY



ROOM 2: PRICE VOLATILITY



ROOM 3: GENERATIONAL REPLACEMENT / LABOR



ROOM 4: CLIMATE CHANGE

***Methodology:** Each room/working group will have a professional moderator and a secretary who will facilitate a dialogue that addresses the issues, collective actions and public policy. The different links of the coffee value chain (producers, exporters, importers, roasters, traders, NGOs, etc.) will be represented in the working groups. Each group will build a shared diagnosis of the main challenges facing the chain and make recommendations to address them collectively in the future. At the end of the session, the moderators and secretaries will organize the general conclusions and recommendations to be approved by each group and presented later to the plenary session.*

11:00 – 11:45



COFFEE BREAK

The moderators and secretaries, organize the general conclusions and recommendations.

11:45 – 12:45



PRESENTATION

Conclusions and recommendations in each room by the moderators and secretaries. Designation of the drafting commission of the Final Declaration.

13:00 – 14:30



LUNCH:

Creating Global Value through Quality

WORLD COFFEE PRODUCERS FORUM

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Ric Rhinehardt, President, Specialty Coffee Association

15:00 – 16:00



**PRESENTATION OF THE CONCLUSIONS AND
RECOMMENDATIONS OF THE WORKING GROUPS TO THE
PLENARY**

16:00 - 16:30



**APPROVAL OF THE FINAL DECLARATION OF THE WORLD
COFFEE PRODUCERS FORUM.**

19:30



CLOSING DINNER AT THE BOTANICAL GARDEN

**THERE WILL BE PERMANENT COFFEE TASTING FROM ALL
PRODUCING COUNTRIES**