

# 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:**

***"Coffee GAP - Global Adaptation Plan"***

Andrea Illy, Chairman illycaffè S.p.A.

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13:45 – 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

**Chris von Zastrow**, Director Coffee Sustainability at Starbucks Coffee Co.

15:05 – 16:20



## SECOND PANEL:

*"Rural Development and Socioeconomic Indicators in the coffee world"*

### Moderator:

**Ronald Peters**, Executive Director, Icafe

### Panelists:

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

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

**Ishak Lukenge**, Chairman, African Fine Coffees Association

**René León**, Executive Secretary, Promecafé

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

16:20 – 18:05



**COFFEE BREAK**

16:50 – 18:05



**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 Robusta d’Afrique et Madagascar ACRAM

**Vanusia Nogueira**, Executive Director, Brazil Specialty Coffees Association BSCA

Nestlé (Name TBC)



**OPEN DINNER**

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WEDNESDAY, JULY 12

8:30 – 9:00



**INSTALLATION OF SIMULTANEOUS WORK TABLES**

9:00 – 11:15



**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.*

11:15 – 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.

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**LUNCH:**

*Creating Global Value through Quality*

**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**