

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

Sustainable Development in the Coffee World

Keynote Speaker


Univ. Prof. Jeffrey D. Sachs

Director, Center for Sustainable Development

The Earth Institute, Columbia University

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12:00 – 13:30  **LUNCH:**
Coffee GAP - Global Adaptation Plan
Andrea Illy, Chairman illycaffè S.p.A.

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

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

Alfredo Moisés, Café Montegrando, Mexico

Annette Pensel, Executive Director, Global Coffee Platform

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

Fernando Serpa, Vice President Global Sourcing - Latin America, Fresh Food Sourcing North America, Walmart

15:05 – 16:20  **SECOND PANEL:**

Rural Development and Socioeconomic Indicators in the coffee world

Moderator:

Ronald Peters, Executive Director, Icafe

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Panelists:

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

Jagdish Patankar, Managing Director, India Coffee Trust

Ishak Lukenge, Chairman, African Fine Coffees Association

René León, Executive Secretary, Promecafé

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

Trung Nam Khai Tran, Chairman, 123 Global JSC, Member of Vicofa, Vietnam

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, Colombian Coffee Growers Federation

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

Marcelo Burity, Head of Green Coffee Development, Nestlé

Juan Pablo Bonilla, Manager of the Climate Change and

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Sustainable Development Sector, IDB's



OPEN DINNER

WEDNESDAY, JULY 12

8:30 – 9:00



INSTALLATION OF SIMULTANEOUS WORKING GROUPS

9:00 – 11:15



ROOM 1: PRODUCTION/PRODUCTIVITY



ROOM 2: PRICE VOLATILITY



ROOM 3: GENERATIONAL TAKEOVER AND 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 sesión.*

11:15 – 11:45








COFFEE BREAK

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

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- 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
Ric Rhinehardt, President, Specialty Coffee Association,
Sponsor: Grupo Phoenix
- 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

ALL CONFERENCES AND PANELS WILL HAVE SIMULTANEOUS TRANSLATION IN SPANISH, ENGLISH, FRENCH, AND PORTUGUESE