

WORLD COFFEE PRODUCERS FORUM

Medellín, Colombia. July 10 - 12, 2017

PRELIMINARY AGENDA

MONDAY, JULY 10. DRESS CODE: NATIONAL ATTIRE OR BUSINESS ATTIRE

19:00 – 22:00



WELCOME COCKTAIL, INTERCONTINENTAL HOTEL.

TUESDAY, JULY 11. DRESS CODE: BUSSINES CASUAL ATTIRE

7:00 – 8:00



REGISTRATION

8:00 – 8:15



REMARKS BY THE PRESIDENT OF THE REPUBLIC OF COLOMBIA, JUAN MANUEL SANTOS

8:15 – 8:30



REMARKS BY THE CHAIRMAN OF THE BOARD OF DIRECTORS OF THE COLOMBIAN COFFEE GROWERS FEDERATION, MR. CARLOS ALBERTO CARDONA

8:30 – 8:45



REMARKS BY THE PRESIDENT OF THE REPUBLIC OF COSTA RICA, MR. LUIS GUILLERMO SOLÍS

8:45 – 9:00



REMARKS BY THE PRESIDENT OF THE REPUBLIC OF HONDURAS, MR. JUAN ORLANDO HERNÁNDEZ

9:00 – 9:15



REMARKS BY THE VICEPRESIDENT OF THE REPUBLIC OF EL SALVADOR, MR. OSCAR ORTIZ

9:15 – 9:30



REMARKS BY THE EXECUTIVE DIRECTOR OF THE INTERNATIONAL COFFEE ORGANIZATION, MR. JOSÉ D. SETTE

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9:30 – 10:30



PANEL DISCUSSION ON “ECONOMIC SUSTAINABILITY AND RURAL DEVELOPMENT TO PROMOTE GLOBAL STABILITY AND DEMOCRACY”, WITH COLOMBIAN PRESIDENT JUAN MANUEL SANTOS AND FORMER U.S. PRESIDENT WILLIAM J. CLINTON

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

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:
Joseph Kieyah, Executive Office of the president, Republic of
Kenya

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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

Panelists:

Britta Wiss Bisang, Program Director, UTZ Certified

Bopanna Manavittara Belliappa, Managing Partner, Equinox Inc

Ishak Lukenge, Chairman, African Fine Coffees Association

René León, Executive Secretary, Promecafé

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

Sebastian Troeng, Conservation International, Executive Vice President

Daniel Martz, Director Corporate Affairs, Jacobs Douwe Egberts

16:20 – 18:05



COFFEE BREAK

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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 Gouthon, 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 Sustainable Development Sector, IDB's



OPEN DINNER

WEDNESDAY, JULY 12. DRESS CODE: BUSINESS CASUAL ATTIRE

15:05 – 16:20



MINISTERIAL PANEL: GOVERNMENTAL POLITICS FOR THE DEVELOPMENT OF THE COFFEE PRODUCTION

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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.

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

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- 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
Dress code: National Attire or Business Attire

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

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