

GLOBAL COFFEE FORUM

OPEN TO ALL COFFEE LOVERS!

CENTRO CONGRESSI AUDITORIUM 'STELLA POLARE' — MILAN
30 SEPTEMBER — 1 OCTOBER 2015

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Presented by **David Moorhouse**, Head of Finance and Administration
and Head of Operations a.i., ICO

07:30 — 09:30 Registration

08:30 — 09:30 Welcome coffee

INTRODUCTORY SESSION

- 09:30 — 10:15
- Welcome and Introduction, **Corrado Peraboni**, CEO, Fiera Milano
 - Welcome, **Mario Cerutti**, President, Comitato Italiano del Caffè (CIdC)
 - Opening remarks, **Robério Oliveira Silva**, Executive Director, International Coffee Organization (ICO)
 - Welcome, **Maurizio Martina**, Italian Minister of Agriculture and Forestry
- 10:15 — 10:30 'Pleasure, health and sustainability: the three virtues of coffee', **Andrea Illy**, Chairman, ICO Promotion and Market Development Committee

CHALLENGES AND OPPORTUNITIES IN THE CURRENT COFFEE MARKET

Moderator: **Rachel Sanderson**, Milan Correspondent, Financial Times

- 10:30 — 11:30
- An overview of the coffee sector in Brazil, **Guilherme Braga**, Executive Director, Brazilian Coffee Exporters Council (CeCafé)
 - **Jean-Marc Duvoisin**, CEO, Nestlé Nespresso
 - **Giuseppe Lavazza**, Vice-President and member of the Board of Luigi Lavazza SpA
 - Roundtable discussion
- 11:30 — 12:15 Coffee break
- 12:15 — 13:00
- **Michael R. Neumann**, Chairman, Board of Trustees, Hanns R. Neumann Stiftung
 - **Ric Rhinehart**, Executive Director, Specialty Coffee Association of America (SCAA), Chairman, Private Sector Consultative Board of the ICO
 - 'The Road to Addis Ababa – the 4th World Coffee Conference', **Jacob Yala**, Minister of State, Ethiopia
- 13:00 — 14:30 Lunch break

COFFEE AND PLEASURE

- 14:30 — 15:00 'Paradigms of the Coffee Culture: the link between coffee and pleasure, a global trend', **Francesco Morace**, Future Concept Lab
- 15:00 — 15:20 'The Japanese way of enjoying coffee', **Keiichi Yokoyama**, Chairman, All Japan Coffee Association (AJCA)
- 15:20 — 15:40 'Enhancing the pleasure of coffee through knowledge: The IAO Italian Coffee School — A successful example of public-private cooperation', **Comitato Italiano del Caffè (CidC)** and **Massimo Battaglia**, IAO

COFFEE AND HEALTH

- 15:40 — 15:45 'Presentation of ISIC activities', **Elke Gerhard**, Chair, ISIC Communication Committee
- 15:45 — 16:05 'Overview of coffee and health science', **James Coughlin**, President, Coughlin & Associates and member of ASIC Board
- 16:05 — 16:35 Coffee break
- 16:35 — 16:40 Introduction, **Alok Jha**, ITV news science correspondent, United Kingdom
- 16:40 — 17:05 Cognitive Decline, **Dr Karen Ritchie**, French National Institute for Health and Medical Research, France
- 17:05 — 17:30 Cardiovascular Health, **Dr Carlo La Vecchia**, Department of Clinical Sciences and Community, University of Milan, Italy
- 17:30 — 17:50 Roundtable discussion with speakers of this session
Moderator: **Alok Jha**, ITV news science correspondent, United Kingdom
- 17:50 — 18:10 Coffee and Health — the case of Italy
Presentation of the activities and programmes carried out by the Italian Promotional Committee over the last few years and results, **Patrick Hoffer**, President, Coffee Promotion Consortium (CPC)
- Short break
- 18:40 — 19:30 'La cantata del caffè' by **Johann Sebastian Bach**, performed for the first time in Italian by the Compagnia Accademia Della Minerva. Directed by **Annetta Schlosser**
- Walk to EXPO Milan
- 20:00 — 21:30 Reception, kindly hosted by **Andrea Illy**, CEO of Illycaffè and **Giuseppe Lavazza**, Vice-President of Lavazza SpA, USA Pavillion at EXPO Milan. Chef Carlo Zarri will showcase his coffee-inspired dishes.

1 OCTOBER 2015

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08:00 — 09:00 Registration

08:30 — 09:00 Welcome coffee

COFFEE & SUSTAINABILITY

09:00 — 09:30 Update on Vision 2020: Introducing the Global Coffee Alliance – Collective Impact for Sustainable Coffee Communities

- **Robério Oliveira Silva**, Executive Director, ICO
- **Annette Pensel**, Director, Sustainability Innovations, 4C Association
- **Jenny Kwan**, Senior Programme Manager Coffee, The Sustainable Trade Initiative (IDH)

09:30 – 09:40 The ICO's views on coffee and climate, **Robério Oliveira Silva**, Executive Director, ICO

09:40 — 10:00 Presentation of the Nationally Appropriate Mitigation Actions (NAMA) for the Costa Rican coffee sector, **Ivannia Quesada Villalobos**, Vice-Minister of Agriculture of Costa Rica

10:00 — 10:40 'The Impact of climate change on coffee production' (Coffee & Climate project)

- **Giuseppe Lavazza**, Chairman, Coffee & Climate project
- **Michael Opitz**, Director, Coffee & Climate project

10:40 — 11:20 'Climate change, coffee production and trade', **Prof Jeffrey Sachs**, Director, Earth Institute, Columbia University

11:20 — 11:40 Coffee Break

11:40 — 12:10 'The new competitive game in coffee', **Prof Gunter Pauli** — President of the Board, Novamont and author of the book 'The Blue Economy'

12:10 — 13:15 'Views on sustainability from coffee producing countries':

- **Fernando Gast**, Director of Cenicafé, National Federation of Coffee Growers of Colombia (FNC)
- **Alejandro Keller Bock**, Vice-President, Anacafé, Guatemala
- **Belisario Domínguez Méndez**, General Director of Productivity and Technological Development, SAGARPA, Mexico
- **Frederick Kawuma**, Secretary General, Inter-African Coffee Organisation (IACO)

13:15 — 13:30 'Sustainability in the North American coffee market', **Bill Murray**, National Coffee Association USA (NCA)

13:30 — 15:00 Lunch and walk to EXPO Milan

COFFEE & SOLIDARITY

15:00 — 15:45 Oxfam's 'Coffee4Change' fundraising initiative and presentation of Oxfam's views on sustainability, **Roberto Barbieri**, Director, Oxfam Italia
Presentation of the report 'The way forward: Accelerating Gender Equity in Coffee', **Kimberly Easson**, Coffee Quality Institute (CQI)

INTERNATIONAL COFFEE DAY

15:45 — 16:00 Global Coffee Forum wrap up and closing remarks, **Andrea Illy**, CEO, Illy SpA

16:00 — 16:30 Official declaration of the International Coffee Day

- **Robério Silva**, Executive Director, ICO
- **Andrea Illy**, Chairman of the ICO Promotion and Market Development Committee
- **Mario Cerutti**, President, Comitato Italiano del Caffè (CidC)