GLOBAL COFFEE FORUM
OPEN TO ALL COFFEE LOVERS!
CENTRO CONGRESSI auditorium ‘STELLA POLARE’ — MILAN
30 SEPTEMBER — 1 OCTOBER 2015

30 SEPTEMBER 2015

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

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<thead>
<tr>
<th>Time</th>
<th>Title</th>
<th>Speaker/Institution</th>
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<tbody>
<tr>
<td>14:30 — 15:00</td>
<td>‘Paradigms of the Coffee Culture: the link between coffee and pleasure, a global trend’, Francesco Morace, Future Concept Lab</td>
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<td>15:00 — 15:20</td>
<td>‘The Japanese way of enjoying coffee’, Keiichi Yokoyama, Chairman, All Japan Coffee Association (AJCA)</td>
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<td>15:20 — 15:40</td>
<td>‘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</td>
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### COFFEE AND HEALTH

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<tr>
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<tr>
<td>15:40 — 15:45</td>
<td>‘Presentation of ISIC activities’, Elke Gerhard, Chair, ISIC Communication Committee</td>
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<td>15:45 — 16:05</td>
<td>‘Overview of coffee and health science’, James Coughlin, President, Coughlin &amp; Associates and member of ASIC Board</td>
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<td>16:05 — 16:35</td>
<td>Coffee break</td>
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<td>16:35 — 16:40</td>
<td>Introduction, Alok Jha, ITV news science correspondent, United Kingdom</td>
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<td>16:40 — 17:05</td>
<td>Cognitive Decline, Dr Karen Ritchie, French National Institute for Health and Medical Research, France</td>
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<td>17:05 — 17:30</td>
<td>Cardiovascular Health, Dr Carlo La Vecchia, Department of Clinical Sciences and Community, University of Milan, Italy</td>
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<td>17:30 — 17:50</td>
<td>Roundtable discussion with speakers of this session</td>
<td>Moderator: Alok Jha, ITV news science correspondent, United Kingdom</td>
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<td>17:50 — 18:10</td>
<td>Coffee and Health — the case of Italy</td>
<td>Patrick Hoffer, President, Coffee Promotion Consortium (CPC)</td>
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<td>Short break</td>
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<td>18:40 — 19:30</td>
<td>‘La cantata del caffè’ by Johann Sebastian Bach, performed for the first time in Italian by the Compagnia Accademia Della Minerva. Directed by Annemette Schlosser</td>
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<td>Walk to EXPO Milan</td>
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<td>20:00 — 21:30</td>
<td>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.</td>
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1 OCTOBER 2015

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

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


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)

13:30 — 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)