

**4th WORLD COFFEE CONFERENCE
6 TO 8 MARCH 2016
ADDIS ABABA, ETHIOPIA
NURTURING COFFEE CULTURE AND DIVERSITY**

Saturday 5 March 2016

09:00 – 19:00 Badge collection and exhibition set-up
UN Delegates' Registration Office, Gate 2, UNECA Conference Centre

Sunday 6 March 2016

09:00 – 19:00 Badge collection and exhibition set-up
UN Delegates' Registration Office, Gate 2, UNECA Conference Centre

18:00 – 20:00 **WELCOME RECEPTION, HILTON HOTEL**

Monday 7 March 2016

08:00 – 09:00 Badge collection and security clearance
UN Delegates' Registration Office, Gate 2, UNECA Conference Centre

09:00 – 12:00 **OPENING CEREMONY AND WELCOME SPEECHES**

Chairman: H.E. Mr Wondirad Mandefro, State Minister of Agriculture and Natural Resources, Ethiopia

Mr Hussein Agraw, President of the Board, Ethiopian Coffee Exporters Association (ECEA)

Ms Geraldine J. Fraser-Moleketi, Special Envoy on Gender, Vice-President, African Development Bank (AfDB)

H.E. Mr Erastus Mwencha, Deputy Chairperson, African Union Commission

Mr Fred Kawuma, Secretary General, InterAfrican Coffee Organisation (IACO)

H.E. Mr Iván Romero-Martínez, Chairman, International Coffee Council

Mr Robério Oliveira Silva, Executive Director, International Coffee Organization (ICO)

H.E. Mr Teferra Derebew, Minister of Agriculture and Natural Resources, Ethiopia

H.E. Mr Hailemariam Dessalegn, Prime Minister of the Federal Democratic Republic of Ethiopia

12:00 – 12:15 **TRADITIONAL MUSIC AND DANCE**

12:30 – 13:00 **EXHIBITION OPENING CEREMONY & VISIT**

13:00 – 13:30 **PRESS BRIEFING WITH DIGNITARIES**

13:00 – 14:30 **LUNCH**

14:30 – 16:00 **PANEL 1: TOWARDS A DIVERSE AND SUSTAINABLE COFFEE CULTURE**

What is needed to establish a coffee sector that provides farmers with a fair remuneration and consumers with a quality coffee experience? This session will review the diverse culture of coffee in producing countries and the challenges to economic sustainability. Panellists from a variety of producing countries will share their experience of coffee culture.

Moderator: Mrs Geraldine J. Fraser-Moleketi, Special Envoy on Gender, AfDB

- Mr Abdullah Bagersh, Chairman, African Fine Coffees Association (AFCA)
- Mr Fred Kawuma, Secretary General, IACO
- Mr Roberto Vélez, General Manager, National Federation of Coffee Growers of Colombia
- Ms Jingya (Lucy) Fu, Secretary General, Chinese Coffee Association
- Mr Carlos Brando, Independent coffee expert, Brazil

16:00 – 16:15 **COFFEE BREAK**

16:15 – 17:30 **PANEL 2: WORLD COFFEE CONSUMPTION TRENDS**

Following years of impressive growth in coffee consumption across the world, will demand for coffee continue to increase given the current global economic outlook? In this session the panel will discuss the development of coffee consumption worldwide and its future prospects offering viewpoints from various geographical regions and market segments.

Moderator: Dr Demese Chanyalew, Agricultural Economist

- Mr Andrea Illy, CEO, illycaffè
- Mr Giuseppe Lavazza, Vice Chairman, Lavazza
- Mr Cornel Krummenacher, CEO, Nestlé Equatorial African Region
- Mr Philippe Juglar, President, Agency for the Valorization of Agricultural Products (AVPA)
- Mr Barry Yuen, Chairman, Speciality Coffee Association of Hong Kong

19:00 – 22:00 **GALA DINNER – DRESS CODE: FORMAL OR TRADITIONAL, SHERATON HOTEL**

Tuesday 8 March 2016

09:00 – 10:15 PANEL 3: TRENDS IN SPECIALTY COFFEE

How will specialty coffee continue to differentiate itself from mainstream coffee? This session will discuss what is needed for the specialty segment to remain ahead of mainstream coffee which is increasingly adopting specialty coffee characteristics.

Moderator: Dr Abera Tola, Regional Director, Synergos

- Mr Samuel Kamau, Executive Director, AFCA
- Mr Ric Rhinehart, CEO, Specialty Coffee Association of America (SCAA)
- Mr Mick Wheeler, Former Executive Director, Speciality Coffee Association of Europe (SCAE)
- Mr Takele Mamo, General Manager, Yirgacheffe Coffee Farmers' Cooperative Union

10:15 – 10:30 COFFEE BREAK

10:30 – 11:30 PANEL 4: CLIMATE CHANGE AND COFFEE

As climate change continues to be a major threat to coffee production, what concrete adaptation or mitigation measures can be undertaken? This session will discuss how the public and private sectors can support initiatives throughout the value chain.

Moderator: Mr Mario Cerutti, Institutional Relations & Sustainability Director, Lavazza SPA

- Dr Aaron Davis, Senior Research Leader, Royal Botanic Gardens, Kew, United Kingdom
- Mr Michael Opitz, Managing Director, HRN Stiftung and President of coffee & climate
- Dr Michel Ndoumbè Nkeng, Bio-statistician and Head of Research, The Institute of Agricultural Research for Development (IRAD), Cameroon

11:30 – 13:00 **PANEL 5: THE ROLE OF INNOVATION AND PUBLIC POLICY IN INCREASING PRODUCTIVITY**

How do we add at least another 25 million bags to world coffee output in the next 10 years? This session will review the latest developments in research and the role of innovative digital technologies. It will explore how public policy can foster the adoption of modern farming techniques.

Moderator: Dr Dennis Rangi, Director General, Development, Centre for Agriculture and Biosciences International (CABI)

- Dr Tim Schilling, Executive Director, World Coffee Research
- Dr Joseph Kimemia, Head of Planning, Performance Management and Quality Control, Kenya Agricultural & Livestock Research (KALRO)
- Dr Vele Pat Ila'ava, Secretary for the Department of Agriculture and Livestock, Papua New Guinea
- Mr Paul Stewart, Regional Director, Coffee Initiative, Technoserve

13:00 – 14:30 **LUNCH**

Event hosted by Solidaridad 'The past, present and future of sustainable coffee'

14:30 – 15:30 **PANEL 6: PROMOTING GENDER EQUALITY FOR A SUSTAINABLE COFFEE SECTOR**

How can we ensure that female coffee farmers have the same access to resources and opportunities as their male counterparts? This session will present solutions for reaping the rewards of gender equality. It will focus on the International Women's Coffee Alliance (IWCA) partnership with the International Trade Centre (ITC). Each panellist will provide their unique perspective on how gender equality can be obtained in order to sustain the future of coffee.

Opening remarks: H.E. Mrs Roman Tesfaye, First Lady of the Federal Democratic Republic of Ethiopia

Moderator: Ms Jennifer R. Gallegos, Vice President and Director, IWCA

- Mr Robert Skidmore, Chief, Sector Competitiveness, Division of Market Development, ITC
- Ms Emebet Tafesse, Ethiopian Exporter, Chair of the IWCA-Ethiopia Chapter
- Mrs Asnakech Thomas, Owner and General Manager, Amaro Gayo Coffee Enterprise

15:30 – 16:30 PANEL 7: COFFEE PRICES AND VOLATILITY

In light of increasing consumption why are coffee prices falling? The panellists will examine the major market forces that affect prices and share their view on prospects for the market. Additionally, they will look at the impact of low prices and high volatility on coffee farmers and the implications for future supply. The subject of commodity exchanges in price determination will also be covered.

Moderator: Mr Roy Parizat, Senior Economist, Agricultural Global Practice, World Bank

- Mr Ermias Eshetu , CEO, Ethiopian Commodity Exchange
- Mr Steve Pollard, Coffee Trader, Marex Spectron
- Ms Judith Ganes-Chase, President, J. Ganes Consulting, LLC
- Dr Bart Minten, Senior Research Fellow, International Food Policy Research Institute (IFPRI)

16:30 – 17:00 CLOSING CEREMONY

Mr Robério Oliveira Silva, Executive Director, ICO

H.E. Mr Iván Romero-Martínez, Chairman, International Coffee Council

H.E. Mr Tefera Derebew, Minister of Agriculture and Natural Resources, Ethiopia

17:00 – 17:30 PRESS BRIEFING WITH SPEAKERS AND MODERATORS

18:30 – 21:00 CLOSING COCKTAIL – THE GOLF CLUB

Tuesday 8 March 2016

PARALLEL EVENTS

11:30 – 13:00 COFFEE AND CLIMATE CHANGE

In addition to a quick update on the coffee & climate initiative and the presentation of a proposed new project with USAID on Climate Smart Coffee, this session will give representatives from countries, donors and the private sector a chance to connect and to explore cooperation opportunities.

14:30 – 16:00 VISION 2020

This session will allow WCC delegates to deepen their understanding of Vision 2020 through concrete examples of public-private collaboration and a common framework.