



# The Coffee Seminar

## Achieving Sustainable Supply in the Coffee Market: Overcoming the current over-supply and its detrimental effect on coffee prices

Tuesday 04 March 2014 - ICO Building - London



08.00 **Welcome Coffee and Registration**

09.00 **Opening Remarks from the Chair**

**Conradin Rasi**

Second Secretary

**Embassy of Switzerland**

### Global Production and Trade Overview

09.10 **World Supply and Demand Outlook**

**Stefan Uhlenbrock**

Senior Commodity Analyst

**F.O. Licht**

09.40 **Trading Below Cost: Examining What Needs to Done to Change Things Around**

**Judith Ganes-Chase**

President

**J. Ganes Consulting**

10.10 **Making the Shift from Quantity to Quality**

**Karsten Ranitzsch**

Head of Coffee

**Nestlé Nespresso**

10.40 Questions

10.55 Networking Coffee Break

### Capitalising on New Trends, New Markets and New Product Development

11.25 **Consumer & Innovation Trends and Future Growth Opportunities in Coffee**

**Tanvi Savara**

Food & Drink Analyst

**Datamonitor Consumer**

11.55 **The Future of Coffee Consumption: The Impact of Emerging Market Demand on Prices Over the Next Decade**

**Alan Bullion**

Principal Analyst/Special Reports Publisher

**Informa Agra**



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12.25 Questions

12.35 Lunch

### Price Forecasts, Currency Fluctuations and Solutions Available For Managing Price Volatility

14.00 **Coping with Volatility in the Coffee Value Chain**

**Kona Haque**

Head of Agricultural Commodities Research

**Macquarie Bank**

**Graham Trask**

Head of Agri-Commodity Sales, EMEA

**Macquarie Bank**

14.30 **Coffee and Currencies**

**Keith Flury**

Agricultural Strategist, Commodity Markets Strategy

Commodity Derivatives

**BNP Paribas**

15.30 Questions

15.15 Networking Coffee Break

### Supply-Side Outlook

15.45 **The Coffee Sector in Sub-Saharan Africa**

**Edward George**

Head of Soft Commodities Research

**Ecobank UK**

16.15 **The Asian Coffee Market - Trends in Production & Consumption**

**Euan Mann**

Director

**Complete Commodity Solutions**

16.45 Questions

17:00 **Closing Remarks from the Chairman**