

As at 23 November 2009

WORLD COFFEE CONFERENCE

Provisional programme
Convention Centre
Westin Camino Real Hotel
14 Calle 0-20, Zona 10, Guatemala City, Guatemala

26 – 28 February 2010

Thursday, 25 February		Room	Open to	Note
10:00	Press conference	Press Room Las Ceibas	Press	
Friday, 26 February		Room	Open to	Note
09:00 – 13:30	Registration	Registration area La Ronda	Conference participants	
10:00	Inauguration of exhibition	Los Lagos		
11:00 – 12:00	Briefing with Executive Director, Anacafé, speakers and moderators	Las Ceibas II	Restricted: Conference speakers and moderators	
13:00 – 14:00	Lunch break	Los Lagos y Jardines		
14:00 – 16:00	Opening Ceremony/ Welcome speeches	Gran Salón Real	Conference participants	
16:00 – 17:00	Keynote speech	Gran Salón Real	Conference participants	
19:00	Reception hosted by President Colom	Palacio de la Cultura	Conference participants/ invited guests	
Saturday, 27 February		Room	Open to	Note
09:00 – 13:00	Session 1: Economic sustainability – the economics of production	Gran Salón Real	Conference participants	
13:00 – 14:30	Lunch break	Los Lagos y Jardines		
14:30 – 18:15	Session 2: Economic sustainability – the economics of demand	Gran Salón Real	Conference participants	
20:00 -	Gala party (50 th anniversary of Anacafé)	Anacafé headquarters	Conference participants/invited guests	
Sunday, 28 February		Room	Open to	Note
09:00 – 09:45	Session 2 : Economic sustainability – the economics of demand	Gran Salón Real	Conference participants	
09:45 – 11:30	Session 3: Environmental sustainability	Gran Salón Real	Conference participants	
11:30 – 13:00	Session 4: Social sustainability	Gran Salón Real	Conference participants	
13:00 – 14:30	Lunch break	Los Lagos y Jardines		
14:30 – 16:15	Session 4: Social sustainability	Gran Salón Real	Conference participants	
16:30 – 17:30	Closing ceremony and Conference conclusions	Gran Salón Real	Conference participants	