



# INTERNATIONAL COFFEE ORGANIZATION WORLD COFFEE CONFERENCE

*17 - 19 May 2001, Hilton Park Lane, London*

## **Important Press Information – Update on World Coffee Conference**

A leading Internet guru, top executives from industry and senior representatives from government and international institutions will be speaking at the International Coffee Organisation’s World Coffee Conference, London, 17-19 May 2001.

The man described by Vice President Al Gore as “one of the world’s leading cyber-gurus” Don Tapscott, President of Alliance for Converging Technologies, will be speaking on Digital Capital, Business Webs and the World’s Coffee Economy at the Conference. He will be joined by senior industry executives including Mario Corti, Executive Vice President of Nestlé and Tatsushi Ueshima, President of Ueshima Coffee Co. Ltd. The panel of speakers also includes Paul Volcker, former Chairman of the Board of Governors of the Federal Reserve Board, Dr Juan M Santos, Minister of Finance, Colombia, and other distinguished members of government and academia. (See attached for full details of confirmed speakers).

The conference will feature presentations on: globalisation, regional development, world economic outlook, the impact of e-commerce, coffee production and consumption trends, new market opportunities, and the role of primary commodities in sustainable economic development.

World Coffee Conference is organised by the International Coffee Organisation (ICO) in co-operation with F.O.Licht. For more information please contact World Coffee Conference, 80 Calverley Road, Tunbridge Wells, Kent TN1 2UN, England  
Telephone: + 44 (0) 1892 511807 Fax: +44 (0) 1892 527758  
Email: [conferences@fo-licht.com](mailto:conferences@fo-licht.com) [www.world-coffee-conference.com](http://www.world-coffee-conference.com)



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- ❖ Mario Corti, Executive Vice President, **Nestlé** ❖ M Neumann, **Neumann Gruppe GmbH**, Germany
  - ❖ Don Tapscott, President of Alliance for **Converging Technologies**, USA
  - ❖ Professor Paul Volcker, Former Chairman, **Federal Reserve Board**, USA
- ❖ Dr Juan M. Santos, Minister of **Finance Colombia** ❖ Dr G Cadena, **CENICAFE**, Colombia
  - ❖ Professor Rosemary Thorp, **Oxford University**, UK
  - ❖ Professor Robert Bates, **Harvard University**, USA
- ❖ Dr Enrique Iglesias, President, **Interamerican Development Bank**
  - ❖ Tatsushi Ueshima, President, **Ueshima Coffee Co. Ltd**, Japan
- ❖ Roland Vaessen, Secretary-General, **European Coffee Federation (ECF)**
  - ❖ Professor Christopher L. Gilbert, **Vrije Universitat**, The Netherlands
- ❖ Andrea Illy, Chairman, **Association Scientifique Internationale de Café (ASIC)**
  - ❖ Rolf Boehnke, Managing Director, **Common Fund for Commodities**
- ❖ Arnaldo López, former Vice President of **Costa Rica** ❖ Celsius Lodder, Executive Director, **ICO**
  - ❖ Diego Pizano, International & Economic Advisor, **FEDERACAFE**
  - ❖ Dr P Baker, **CAB International**, UK

**Conference Chair:** Dr Jorge Cárdenas, General Manager, National Federation of Coffee Growers of Colombia



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## SPEAKER PROFILES

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**Jorge Cárdenas** has been General Manager of the National Federation of Coffee Growers since 1983. Since that time he has also been the Head of the Colombian Delegation to all International Coffee meetings. Jorge Cárdenas worked as Deputy General Manager of the same organisation between 1963 and 1982 and earlier served as Vice-President of Ecopetrol (Colombian national oil company). He has a law degree from the University of Antioquia (Colombia) and a Masters in Public Administration from Syracuse University (USA).

**Don Tapscott** is President of New Paradigm Learning Corporation and Chairman of the Alliance for Converging Technologies. Al Gore calls him one of the world's leading cyber gurus. The Technology Report says he is "likely the most influential media authority since Marshall McLuhan". Award winning author, researcher, consultant and educator, his books: *Paradigm Shift* (1992), *The Digital Economy* (1996), *Growing Up Digital* (1998), *Digital Capital* (2000), have made him well known around the world. He has also acted as a consultant to many governments and corporations.

**Juan Manuel Santos** is the Colombian Minister of Finance. He was previously Minister of Foreign Trade for Colombia and for 10 years Colombian representative to the ICO. Other postings have included Vice President of the Interamerican Dialogue in Washington D.C., and Deputy Director of *El Tiempo*, Colombia's main newspaper. He studied Economics at Kansas University, London School of Economics and Harvard University.

**Professor Christopher L. Gilbert** is the author of several books and articles relating to commodities and is Research Professor of Finance at the Free University of Amsterdam.

**Professor Delfin Netto** was previously Minister of Planning for Brazil and a member of Congress. He was a University Professor for many years, and is the author of several books and articles.

**Professor Darcy Lima** is the Professor of Neurology at the Federal University of Rio de Janeiro and Associate Director at the Institute for Coffee Studies, University of Vanderbilt. He holds a PhD from the University of London and is author of many books and articles.

**Professor Robert Bates** is Eaton professor of the Science of Government at Harvard University, Massachusetts. He has a B.A from Haverford College and a Ph.D from the Massachusetts Institute of Technology. From 1979 he was Professor of Political Science at the California Institute of Technology and in 1985 became Director at the Centre of Political Economy at Duke University until 1993. He has extensive field experience, researching mainly in Africa, Brazil & Colombia and is the author of numerous books and articles on the political economy of development, agricultural problems, African economic history and the world coffee market.



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**Dr. Gabriel Cadena-Gomez** has been the the Director of the Colombian National Coffee Research Centre (CENICAFE) since 1988, the Liaison Officer of CABI for Colombia since 1995 and is a member of several scientific & educational organisations in Colombia. He has a Ph.D from the Department of Botany & Plant Pathology, Purdue University, Indiana. Dr Cadena-Gomez has been dedicated to coffee science for over 25 years, specialising in the phytosanitary problems of coffee & environmentally friendly solutions. He is author of more than 50 scientific papers and in 1997, he was awarded with the 'Distinguished Agricultural Alumni Award' from Purdue University.

**Rolf.W. Boehnke** has been the Managing Director of the Common Fund for Commodities since 1996. Prior to this, he was Counsellor of Commodities & Energy at the Embassy of the Federal Republic of Germany in London, and in 1984 became the Secretary-General of the International Lead & Zinc Study Group (ILZSG). He is a Theodore Haebler Fellow of Harvard University and is the author of several publications and articles on economic & trade policy matters.

**Michael.R. Neumann** is Speaker of the Board of Management of the Neumann Gruppe GmbH, the management service company for the world-wide active Neumann Kaffee Gruppe. He graduated in 1956 from Heinrich Hertz School in Hamburg and went on to do a bank apprenticeship at Münchmeyer & Co.



**INTERNATIONAL COFFEE ORGANIZATION**  
**WORLD COFFEE CONFERENCE**

*17 - 19 May 2001, Hilton Park Lane, London*

Jorge Cárdenas, Conference Chairman

**IMPORTANT PRESS ANNOUNCEMENT**

The Executive Director of the International Coffee Organization, Mr Celsius A. Lodder, is pleased to announce the inaugural World Coffee Conference. This major international meeting will be held at the Hilton Park Lane, London, 17-19 May 2001, and will address key trends in the world coffee economy in the next millennium.

Organized in co-operation with F.O.Licht on the invitation of the International Coffee Council, this important new conference will bring together a panel of speakers drawn from the highest levels of industry, commerce, governments, think tanks and universities, and will include Heads of State, Directors of multilateral organizations and regional development banks, Chairmen of private sector coffee companies and senior academics. The conference is chaired by Dr. Jorge Cárdenas, General Manager of the Federación Nacional de Cafeteros de Colombia.

The conference will feature presentations on the major issues of globalisation, regional development, world economic outlook, the impact of e-commerce, coffee production and consumption trends, new market opportunities and the role of primary commodities in sustainable economic development.

For more information please contact World Coffee Conference, F.O.Licht, 80 Calverley Road, Tunbridge Wells, TN1 2UN. UK. Phone +44 (0)1892 511807, Fax +44 (0)1892 544895, E-mail [conferences@fo-licht.com](mailto:conferences@fo-licht.com)



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## IMPORTANT UPDATE ON CONFIRMED SPEAKERS

Senior Executives from Industry, Trade, Government and Academia have confirmed their participation as speakers at the World Coffee Conference to be held from 17-19 May 2001 at the London Hilton.

Our Confirmed Panel of Speakers includes:

- ❖ Mario Corti, Executive Vice President, **Nestlé** ❖ M Neumann, **Neumann Gruppe GmbH**, Germany
    - ❖ Don Tapscott, President of Alliance for **Converging Technologies**, USA
  - ❖ Professor Paul Volcker, Former Chairman, **Federal Reserve Board**, USA ❖ Professor Edmar Bacha, Brazil
    - ❖ Dr Juan M. Santos, Minister of **Finance Colombia** ❖ Dr G Cadena, **CENICAFE**, Colombia
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    - ❖ Tatsushi Ueshima, President, **Ueshima Coffee Co. Ltd**, Japan
    - ❖ Roland Vaessen, Secretary-General, **European Coffee Federation (ECF)**
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    - ❖ Andrea Illy, Chairman, **Association Scientifique Internationale de Café (ASIC)**
    - ❖ Rolf Boehke, Managing Director, **Common Fund for Commodities**
  - ❖ Arnoldo Lopez, former Vice President of **Costa Rica** ❖ Celsius Lodder, Executive Director, **ICO**
  - ❖ Diego Pizano, International & Economic Advisor, **FEDERÀCAFE** ❖ Dr P Baker, **CAB International**, UK
- Conference Chair:** Dr Jorge Cárdenas, General Manager, National Federation of Coffee Growers of Colombia

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- ❖ globalisation ❖ regional development ❖ world economic outlook ❖ the impact of e-commerce
- ❖ coffee production and consumption trends ❖ new market opportunities ❖ the role of primary commodities in sustainable economic development.

Organised by F.O. Licht at the invitation of the International Coffee Organisation, this prestigious conference opens on Thursday evening with a Welcome Cocktail Reception, and main sessions take place on Friday 18 and Saturday 19 May. A special World Coffee Conference Banquet will be held at the Victoria and Albert Museum on the evening of Friday 18 May.

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- ❖ Diego Pizano, International & Economic Advisor, **FEDERACAFE** ❖ Dr P Baker, **CAB International**, UK
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**CONFERENCE CHAIR**

Dr. Jorge Cárdenas,  
*General Manager of the National Federation of Coffee Growers of Columbia*

**CONFERENCE HIGHLIGHTS**

- Digital capital, business webs and the world's coffee economy
  - Globalisation and developing countries
- Strategies for developing countries dependent on primary commodities
- Coffee, primary products and the economic development of Latin America
  - Prospects for developing countries with special reference to primary commodity producers
    - Coffee and the economic development of Africa
    - Coffee and the economic development of Asia
- Coffee and the economic and social development of producing countries
  - Institutions and development
    - Coffee and health
  - The speciality coffee revolution
- State of the art review on coffee technology, genetics, diseases, organic coffee and sustainable development

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On the invitation of the International Coffee Council

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in ICO newsletter

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**SPECIAL GUEST SPEAKER**  
**President Fernando Henrique Cardoso**  
**President of Brazil**

## Confirmed Speakers

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- ❖ Dr Enrique Iglesias, President, Interamerican Development Bank ❖ Andrea Illy, Chairman, ASIC, Italy ❖ Klaus Jacobs, Klaus Jacobs Foundation, Switzerland ❖ Mr Ong Siong Kai, Chief Executive, Hiang Kie Group, Singapore ❖ Professor Darcy Lima, Federal University of Rio de Janeiro, Brazil ❖ Celsius Lodder, Executive Director, ICO ❖ Arnaldo López, former Vice President Costa Rica ❖ Peter Martin, Director, Institute for Coffee Studies ❖ Robert Nelson, Executive Director, National Coffee Association, USA
- ❖ Professor Delfim Netto, Federal Deputy, Brazil ❖ Michael Neumann, Chairman, Neumann Gruppe, Germany ❖ Doan Trieu Nhan, Chairman, Vietnam Coffee & Cocoa Association ❖ Diego Pizano, FEDERÀCAFE, Colombia ❖ Dr Juan M. Santos, Minister of Finance, Colombia ❖ Don Tapscott, Chairman of Digital 4Sight, Canada ❖ Professor Rosemary Thorp, Oxford University, UK ❖ Tatsushi Ueshima, President, Ueshima Coffee Co. Ltd, Japan ❖ Roland Vaessen, Secretary-General, European Coffee Federation
- ❖ Mick Wheeler, Papua New Guinea ❖ Senior Executive, Starbucks

**EARLY BIRD DISCOUNT – REGISTER BY 30 JANUARY 2001**

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ICO12/00



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**Professor Paul A. Volcker** served as Chairman of the Board of Governors of the Federal Reserve System from 1979 to 1987. He has been the Frederick H. Schultz Professor of International Economics at Princeton University and was Chairman of J.D. Wolfensohn and Co., an investment bank. He is currently the President of the Trilateral Commission. In 1992 he published an important book on the world's monetary system ('Changing Fortunes') with T. Gyohten.

**Professor Edmar Bacha**, was for many years a Professor of Economics at the University of Rio de Janeiro. He has written several books (one of them on the history of coffee in Brazil) and articles in specialised journals. He was Chairman of a large Development Bank in Brazil and has been a consultant to various international institutions. He holds a PhD in Economics from Yale University. Professor Bacha is currently working in a New York Investment Bank (Banco BBA-Creditanstalt S.A.).

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**Professor Delfin Netto** was previously Minister of Planning for Brazil and a member of Congress. He was a University Professor for many years, and is the author of several books and articles.

**Professor Darcy Lima** is the Professor of Neurology at the Federal University of Rio de Janeiro and Associate Director at the Institute for Coffee Studies, University of Vanderbilt. He holds a PhD from the University of London and is author of many books and articles.



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