



# THE Coffee SEMINAR

**Achieving  
sustainable supply  
in the coffee  
market:**  
Overcoming  
the current  
over-supply and its  
detrimental effect  
on coffee prices

## Guest speakers include:



**Karsten Ranitzsch**  
Head of Coffee  
**Nestlé Nespresso S.A.**



**Judith Ganes-Chase**  
President  
**J. Ganes Consulting, LLC**



**Stefan Uhlenbrock**  
Senior Commodity Analyst  
**F.O. Licht**



**Edward George**  
Head of Soft Commodities Research  
**Ecobank**



**Kona Haque**  
Head of Agricultural Commodities Research  
**Macquarie Bank Limited**



**Tanvi Savara**  
Food & Drink Analyst  
**Datamonitor Consumer**



**Keith Flury**  
Agricultural Strategist  
**BNP Paribas**



**Emile Mehmet**  
Head of Bulk Commodities  
**The Public Ledger**

Taking place in the same week and venue when the International Coffee Council and other ICO bodies meet, this is your unique opportunity to:

**NETWORK** with 100+ ICO members and key decision-makers from around the world

**GAIN** vital industry insights into coffee production, demand and international trade movements

**JOIN** top-level discussion on the hottest commercial and political factors shaping the industry

**IDENTIFY** new opportunities and markets for coffee



Register online:  
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The event will be conducted in English, with simultaneous interpretation in Spanish, French and Portuguese.

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# Agenda: Tuesday 4th March

- 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 be Done to Change Things Around**
  - Operating below the cost of production: For how much longer can this go on?
  - Assessing the impact of current low prices on future coffee supply
  - Reducing input costs – what can be done in practical terms**Judith Ganes-Chase**  
President  
**J. Ganes Consulting, LLC**
- 10.10 **Making the Shift from Quantity to Quality**  
**Karsten Ranitzsch**  
Head of Coffee  
**Nestlé Nespresso S.A.**
- 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**
  - Examining the latest consumer preferences for coffee
  - Identifying key trends affecting this category
  - Capitalising on new trends and consumer behaviour, including examples of the latest innovation**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**
  - Areas to watch for demand growth
  - Short and long-term price outlook**Emile Mehmet**  
Head of Bulk Commodities  
**The Public Ledger**

- 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**
  - Fundamental outlook for global prices
  - For how much longer will price volatility continue?**Kona Haque**  
Head of Agricultural Commodities Research  
**Macquarie Bank Limited**
- 14.30 **Coffee and Currencies**
  - Origin currencies fluctuations and impacts
  - USD and the coffee market
  - 2014 coffee price and FX outlook**Keith Flury**  
Agricultural Strategist, Commodity Markets Strategy  
Commodity Derivatives  
**BNP Paribas**
- 15.00 **Questions**
- 15.15 **Networking Coffee Break**

## SUPPLY-SIDE OUTLOOK

- 15.45 **The Coffee Sector in Sub-Saharan Africa**
  - Key producers, consumers & trade flows
  - Key traders & retailers of African coffee
  - The certified & specialist coffee market in SSA
  - The Ethiopia Commodity Exchange (ECX) – a model for African coffee marketing?
  - Key obstacles & opportunities for the sector**Edward George**  
Head of Soft Commodities Research  
**Ecobank**
- 16.15 **The Asian Coffee Market - Trends in Production & Consumption**  
**Euan Mann**  
Director  
**Complete Commodity Solutions Ltd**
- 16.45 **Questions**
- 17.00 **Closing Remarks From The Chairman**

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For promotional details please contact Sarah Harding on +44 (0)20 7017 7566, or email her at [sarah.harding@informa.com](mailto:sarah.harding@informa.com)

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The International Coffee Organization (ICO) is the main intergovernmental organization for coffee, bringing together exporting and importing Members to tackle the challenges facing the world coffee sector through international cooperation. Its Member Governments represent 97% of world coffee production and over 80% of world consumption.