



**4<sup>th</sup> World Coffee Conference  
6 to 8 March 2016, Addis Ababa, Ethiopia**

**Information about registration  
and draft programme**

1. The Executive Director presents his compliments and on behalf of the Government of Ethiopia would like to remind and update Members and representatives of the Private Sector Consultative Board (PSCB) of details for the 4<sup>th</sup> World Coffee Conference which will take place from 6 to 8 March 2016 at the United Nations Conference Centre, Menelik II Ave., Addis Ababa, Ethiopia.

**Registration**

2. As indicated in the convocation ([ED-2210/15](#)), each ICO Member country is entitled to **three free places** for entry to the World Coffee Conference on Monday 7 and Tuesday 8 March. When submitting credentials the head of delegation for each country is requested to indicate to whom the free places should be allocated. The Secretariat has extended the deadline for submitting credentials to obtain free places to **14 February 2016** to coincide with the deadline for early bird tickets.

3. All delegates and observers wishing to attend the 4<sup>th</sup> World Coffee Conference and the ICO meetings must register on the website, [www.coffee2016.com](http://www.coffee2016.com), prior to arriving at the venue. **The United Nations Conference Centre in Addis Ababa is highly secure and entry will not be granted unless registration through the website has been completed and delegates are already in possession of a badge.** Delegates are strongly advised to leave sufficient time to clear security prior to the conference beginning and to bear in mind that queues are to be expected.

4. Additional delegates and non-members of the ICO will need to buy their tickets on the Conference website: [www.coffee2016.com](http://www.coffee2016.com). Early bird tickets will be available until **14 February 2016**. The registration fees are as follows:

International delegates	US\$500
– Early bird tickets	US\$450
Delegates from African countries	US\$250
– Early bird tickets	US\$200

5. Payments may be made in one of the following ways:

- Via paypal: [wccethiopia2016@ico.org](mailto:wccethiopia2016@ico.org)
- Via bank transfer to:  
**National Bank of Ethiopia**  
**Swift Code:** NBETETAA  
**A/C Name:** CFC Coffee Quality Project  
**Account Number:** 0261501331000  
**Account Holder:** Federal Democratic Republic of Ethiopia Ministry of Agriculture

6. Delegates are advised to send a copy of the receipt to [info@wcc2016ethiopia.com](mailto:info@wcc2016ethiopia.com). The registration fee includes passes to the reception on 6 March, the Opening Ceremony, the Conference, the exhibition area, lunch and coffee breaks, social events in the Conference Programme and a shuttle service between listed hotels and the venue.

7. For the purposes of identification and security all participants attending the meetings are required to register and to wear the badges issued to them during all meetings.

### **Visas**

8. The [Conference website](#) has been updated to include clear instructions on the application process for visas. Members are advised to check this information in order to complete the necessary procedures.

### **Hotels**

9. Corporate rates are now available for the hotels listed on the [website](#). A free shuttle service will be provided between these hotels and the conference venue.

## **Flights**

10. Delegates booking through Ethiopian Airlines can obtain a 15% discount. Further details can be found on the Conference [website](#).

As at 7 March 2016

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

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**Saturday 5 March 2016**

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

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**Sunday 6 March 2016**

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**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**

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**Monday 7 March 2016**

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**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 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**

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**Tuesday 8 March 2016**

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**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**

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**Tuesday 8 March 2016**

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**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.



