



3rd International ETHIOPIAN COFFEE CONFERENCE: "Towards Quality & Traceability"

November 6 – 7, 2014, Addis Ababa Hilton

DRAFT Program (As Agreed on September 03, 2014 Meeting)

DAY ONE NOVEMBER 6/2014	SUBJECT	SPEAKER/RESPONSIBLE BODY	MODERATOR	REMARK
8:30 – 9:10	Registration	Ethiopian Coffee Exporters Association (ECA)		
9:10 – 9:20	Welcoming message	Hussein Agraw, ECA Board President	Master of Ceremony	
9:20 – 9:30	Keynote Address	Robério Oliveira Silva Executive Director, ICO		
9:30 – 9:40	Keynote Address	Ric Rhinehart CEO, Specialty Coffee Association of America (SCAA)		
9:40 – 9:50	Welcoming Remark	Ministry of Trade		
9:50 – 10:00	Opening Remark by High Level (FDRE)	Guest of Honor		
10:00 – 10:30	NETWORKING COFFEE BREAK	ADDIS ABABA HILTON		
10:30 – 11:15	SESSION 1- ETHIOPIA'S GROWING POSITION IN THE GLOBAL MARKET <ul style="list-style-type: none"> Ethiopian Coffee Production and Productivity During the Past Four Years-2010-2014 and lessons learned from Colombia, Guatemala & Brazil Ethiopia's Export Trend Over the Past Four Years-2010-2014 Ethiopia's position in the Consumer Experience Coffee & the Ethiopian Economy or Update on Coffee Policies and programs 	<p style="text-align: center;">Fikru Amenu, Deputy Director, Ministry of Agriculture</p> <p style="text-align: center;">Assefa Mulugeta Director-General, Export Promotion Directorate General, Ministry of Trade</p> <p style="text-align: center;">Head of Coffee, Starbucks Retail</p> <p style="text-align: center;">Experts from Prime Minister's Office</p>	Shimelis Habetwold Interim CEO, ECX	
11:15-11:45	Discussion			



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11:45 – 12:45	SESSION 2- INTERNATIONAL MARKET CONTEXT <ul style="list-style-type: none"> ☛ International markets & Ethiopia benchmarking ☛ Global Coffee consumer trends ☛ linking quality to marketing and improved pricing 	Judy Ganes – Chase; President, J. Ganes Consulting, USA Representative from Nestle CEO, Juan Valdez of Colombia Eduardo	<ul style="list-style-type: none"> ▪ Carlos Brando, Brazil 	
12:45 – 13:00	Discussion			
13:00 – 14:15	NETWORKING LUNCH BREAK	ADDIS ABABA HILTON		
14:15 – 15:30	SESSION 3-PANEL DISCUSSION on ETHIOPIAN AND INTERNATIONAL QUALITY REQUIREMENTS & TRACEABILITY			
	Chair : Dr.Ambassador Addisalem Balema Director-General Ethiopian commodity Exchange Authority, ECXA Panelists :- <ul style="list-style-type: none"> • Mekonen Hailemikael, Manager, Quality Operation, Ethiopian Commodity Exchange • Fikru Amenu, Deputy Director Ministry of Agriculture • Aman Adinew, CEO METAD Agricultural Development PLC. • Victor Gfeller, Ass.Director, Strategic Sourcing Coffee, Mondelez International • Japanese buyer representative 		Dr. Ambassador Adisalem Balema Director-General Ethiopian Commodity Exchange Authority (ECXA)	



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15:30 – 16:00	NETWORKING COFFEE BREAK	ADDIS ABABA HILTON		
16:00 – 17:25	Q & A			
17:30	Close of Day One			
18:30 – 20:30	Reception (B2B Networking Event)	ADDIS ABABA HILTON		



DAY TWO NOVEMBER 7/2014	SUBJECT	SPEAKER/RESPONSIBLE BODY	MODERATOR	REMARK
9:00 – 10:10	SESSION 4 – ETHIOPIAN COFFEE MARKET AND PRODUCTION APPROACH <ul style="list-style-type: none"> ☛ ECX's Traceability system demonstration ☛ Agro forestry for the sustainability of African Coffee Production ☛ Case Study in Coffee Plantation Investment 	<p style="text-align: center;">Solomon Edossa, ECX, Board Adviser</p> <p style="text-align: center;">Yilma Yemanebirhan Chief Advisor, MIDROC-Ethiopia</p> <p style="text-align: center;">Fitsum Arega, Director General, Ethiopia Investment Commission</p>	<p style="text-align: center;">Abdullah Bagersh General Manager, S.A Bagersh PLC .</p>	
10:10-10:30	Discussion			
10:30 – 11:00	NETWORKING COFFEE BREAK	ADDIS ABABA HILTON		
11:00 – 11:45	SESSION 5: ROLE OF COOPERATIVES AND GROWTH OF THE PLANTATIONS <ul style="list-style-type: none"> ☛ Cooperatives Role in the Ethiopian Coffee Industry ☛ Plantation Sector Role in the Ethiopian Coffee Industry ☛ Opportunities and Constraints of the Certification Scheme ☛ Market for Single Origin Coffees 	<p style="text-align: center;">Tadesse Meskela General Manager, Oromiya Coffee Farmers Cooperative Union</p> <p style="text-align: center;">Jemal Ahmed General Manager, Horizon Plantation RFA</p> <p style="text-align: center;">Eduardo Ambrosio, ANACAFE Representative</p>	<p style="text-align: center;">Yilma Yemanebirhan Chief Advisor, MIDROC-Ethiopia</p>	
11:45 – 12:00	Discussion			
12:00 – 12:45	SESSION 6: INTERNATIONAL RESEARCH EFFORTS ON QUALITY <ul style="list-style-type: none"> ☛ Colombian Methodology/Experience ☛ Genetic mapping ☛ The role of research in improving quality ☛ Coffee and Health 	<ul style="list-style-type: none"> • Thomas Overtur – CIAT • Dr. Huver, Colombian Coffee Growers Federation • Emma Bladyka – SCAA Science Manager • Marino Petracco, Senior Research Scientist, Illycaffé 	<p style="text-align: center;">Dr. Taye Kufa Director, Jimma Research Institute</p>	



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12:45 – 13:00	Discussion			
13:00 – 14:15	NETWORKING LUNCH BREAK	ADDIS ABABA HILTON		
14:15 – 16:00	SESSION 7-ETHIOPIA'S UNIQUE VALUE PROPOSITION IN THE WORLD <ul style="list-style-type: none"> ☕ Ethiopia's Unique Heritage and Varieties ☕ Sundried Versus Washed Coffees-What is the Future? ☕ Making the Ethiopian Coffee Sector Sustainable 	Dr. Taye Kufa, Director, Jimma Research Institute CQI Technoserve	Tadesse Meskela General Manager, Oromiya Coffee Farmers Cooperative Union	
16:00-16:30	NETWORKING COFFEE BREAK			
16:30 – 17:25	Wrap up Session- Statement for the Coffee Sector and the ECEA	Hussien Agraw ,ECEA Board President		
17:30	Close of Day Two			
19:00 –	NETWORKING DINNER	ECEA-Place To Be Identified (TBI)		