



2<sup>nd</sup> INTERNATIONAL ETHIOPIAN COFFEE CONFERENCE: "Building a Sustainable Coffee Future"

November 4 & 5, 2013, Sheraton Addis

Updated 1 Conference Program

DAY ONE NOVEMBER 4/2013	SUBJECT	SPEAKER/RESPONSIBLE BODY	MODERATOR	REMARK
8:30 – 9:00	Registration	ECA		
9:00 – 9:10	Welcome Remarks	Hussein Agraw, ECEA Board President	Master of Ceremony	Confirmed
9:10 – 9:20	Remarks	Ambassador Patricia Marie Haslach U.S Ambassador to Ethiopia		To be Confirmed
9:20 – 9:30	Remarks	Mr. Robério Oliveira Silva Executive Director, ICO		To be Confirmed
9:30 – 9:40	Keynote Address	Fred Kawuma Inter-Africa Coffee Organization (IACO) Secretary General		Confirmed
9:40 – 9:50	Remarks	H.E. Ato Kebede Chanie Trade Minister		To be Confirmed
9:50 – 10:00	Official Opening	Guest of Honour		
<b>10:00 – 10:30</b>	<b>COFFEE BREAK</b>	<b>SHERATON ADDIS</b>		
10:30 – 11:15	<b>SESSION 1- WORLD &amp; DOMESTIC MARKET SITUATION</b> <ul style="list-style-type: none"> <li>• Which way Coffee Prices? What are the implications in the industry</li> <li>• Insights from Importer Side</li> <li>• Domestic Coffee Market Situation</li> </ul>	Judy Ganes – Chase; President, J. Ganes Consulting, USA  Peter Moser, Value Chain Director for Africa/Asia/Pacific Volcafe  Tadesse Meskela General Manager, Oromiya Coffee Farmers Co-operative Union	Mr. Robert Nisbirwa AFCA, Board Member	Confirmed  Confirmed  To be Confirmed
11:15 – 11:45	Discussion			



## ETHIOPIAN COFFEE EXPORTERS' ASSOCIATION (ECEA)

DAY ONE NOVEMBER 4/2013	SUBJECT	SPEAKER/RESPONSIBLE BODY	MODERATOR	REMARK
11:45 – 12:30	<b>SESSION 2- BUILDING COFFEE TRACEABILITY</b> <ul style="list-style-type: none"> <li>• Update on ECX Traceability Work</li> <li>• Experience working with Sidama Coffee Union</li> <li>• Sustainability &amp; Traceability Experience of Yirga Cheffe Coffee Farmers</li> <li>• Sustainable Coffee Issues</li> </ul>	<p style="text-align: center;">Anteneh Assefa CEO, ECX Starbucks</p> <p style="text-align: center;">Takele Mammo General Manager, YECU</p> <p style="text-align: center;">Neil Lacroix, Kraft</p>	Mr. Willem Boot	Confirmed  invited  Confirmed  Confirmed
12:30 – 13:00	Discussion			
13:00 – 14:15	LUNCH BREAK	SHERATON ADDIS		
14:15 – 15:15	<b>SESSION 3-ETHIOPIA'S COFFEE PRODUCTIVITY, BEST PRACTICES &amp; EXPORT POSITION</b> <ul style="list-style-type: none"> <li>• Increased Coffee Production Development</li> <li>• Global efforts in coffee research</li> <li>• Ethiopian Coffee Development Strategy</li> <li>• Ethiopia's Export Position and GTP Objectives</li> </ul>	<p style="text-align: center;">Dr. Taye Kufa, Jimma Research Institute Director</p> <p style="text-align: center;">Emma Bladyka, Coffee Science Officer, SCAA</p> <p style="text-align: center;">Fikru Amenu, Deputy Director, Ministry of Agriculture</p> <p style="text-align: center;">Assefa Mulegeta Ministry of Trade</p>	Ato Tadesse Meskela	Confirmed  Confirmed  Confirmed  To be Confirmed
15:15 – 15:45	COFFEE BREAK	SHERATON ADDIS		



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DAY ONE NOVEMBER 4/2013	SUBJECT	SPEAKER/RESPONSIBLE BODY	MODERATOR	REMARK
<b>15:45 – 16:15</b>	<b>Discussion</b>			
<b>16:15 – 17:00</b>	<b>SESSION 4-BEST PRACTICES IN LINKING QUALITY STANDARDS TO INT'L MARKETS AND COUNTRY EXPERIENCE</b> <ul style="list-style-type: none"> <li>• Upgrading Labs and Standards</li> <li>• Roaster perspective</li> <li>• Presentation on Mexican Experience</li> <li>• Presentation on Brazilian Experience</li> <li>• Eastern African Countries Experience</li> </ul>	<b>Hailemichael Mekonen, ECX</b>  -  <b>James Kosales</b>  <b>Judy Ganes – Chase</b> <b>President, J. Ganes Consulting, USA</b>  <b>Samuel Kamau, Chief Executive,</b> <b>AFCA</b>	<b>W/o Emebet Tafesse</b>	<b>Confirmed</b>  <b>Speaker to be identified</b>  <b>Confirmed</b>  <b>Confirmed</b>  <b>Confirmed</b>
<b>17:00 – 17:30</b>	<b>Discussion</b>			
<b>18:00 – 20:30</b>	<b>Reception</b> <b>(B2B Networking Event)</b>	<b>SHERATON ADDIS</b>		



## ETHIOPIAN COFFEE EXPORTERS' ASSOCIATION (ECEA)

DAY TWO NOVEMBER 5/2013	SUBJECT	SPEAKER/RESPONSIBLE BODY	MODERATOR	REMARK
<b>8:45 – 9:00</b>	<b>Brief Review of Day 1 &amp; Introduction to Day 2</b>	<b>ECEA Board President</b>		
<b>9:00 – 9:30</b>	<b>SESSION 5 – INTERNATIONAL TRENDS &amp; OPPORTUNITIES &amp; HOW ETHIOPIAN COFFEE IS VIEWED IN THEIR MARKET</b> <ul style="list-style-type: none"> <li>• Presentation on Consumption Trend in EU</li> <li>• Presentation on Consumption in USA</li> <li>• Presentation on Consumption Trend in Japan</li> <li>• Presentation on Consumption Trend in Saudi Arabia</li> </ul>	<b>Thomas Delbar</b> <b>ECOM Representative in Ethiopia</b>  <b>Chris Davidson</b> <b>Atlas Coffee Importers</b>  <b>SCAJ or Kinematsu</b>  <b>Ali Bashir</b> <b>Bashanfar, Saudi Arabia</b>	<b>Ato Abdullah Bagersh</b>	  <b>Invited</b>  <b>Confirmed</b>  <b>Invited</b>  <b>Confirmed</b>
<b>9:30 – 10:00</b>	<b>Discussion</b>			
<b>10:00 – 10:30</b>	<b>COFFEE BREAK</b>	<b>SHERATON ADDIS</b>		
<b>10:30 – 11:30</b>	<b>SESSION 6: PANEL DISCUSSION:</b> <b>Elevating the profile of Women's Coffee Work</b> <b>Chair: Kimberly Easson, (IWCA Co-founder &amp; Past President)</b> <b>Panelists:</b> <ul style="list-style-type: none"> <li>• Meftehe Tadesse, Technoserve and woman producer</li> <li>• Emebet Tefesse, Zebad General Export &amp; Import PLC</li> <li>• Tsion Taye, Inter American</li> <li>• Linda Butler, Nestle</li> </ul>			  <b>Confirmed</b>  <b>Confirmed</b>  <b>Confirmed</b>  <b>Invited</b> <b>Invited</b>



DAY TWO NOVEMBER 5/2013	SUBJECT	SPEAKER/RESPONSIBLE BODY	MODERATOR	REMARK
<b>11:30 – 12:15</b>	<b>SESSION 7-QUALITY EVALUATION OF ETHIOPIA's COFFEE DIVERSITY</b> <ul style="list-style-type: none"> <li>▪ Presentation of Results from Alignment Cupping Event</li> <li>▪ Linking Quality Analysis and Standards to International Market Opportunities</li> <li>▪ Observations of the Activity</li> </ul>	Trish Rothgeb, CQI Q Business Services  Willem Boot, Boot Coffee  Q Grader participants		Confirmed  Confirmed
<b>12:15 – 12:45</b>	Discussion			
<b>12:45 – 14:00</b>	<b>LUNCH BREAK</b>	<b>SHERATON ADDIS</b>		
<b>14:00 – 15:30</b>	<b>SESSION 8-PANEL DISCUSSION ON ETHIOPIA'S COFFEE EXPORT PROCEDURES &amp; LOGISTICS – PROBLEMS &amp; SOLUTIONS</b>			
	Chair: Lieutenant Fekade Mammo, President, ECEA General Assembly Panelists: <ul style="list-style-type: none"> <li>• Ato Anteneh Assefa, CEO, ECX</li> <li>• Ethiopian Shipping Lines &amp; Logistics Service Enterprise</li> <li>• National Bank of Ethiopia</li> <li>• Ethiopian Revenue &amp; Customs Authority</li> <li>• Ministry of Trade</li> <li>• Ministry of Transport</li> <li>• Ato Abdullah Bagersh</li> </ul>			All Invited
<b>15:30 – 16:15</b>	<b>COFFEE BREAK</b>	<b>SHERATON ADDIS</b>		
<b>16:15 – 16:45</b>	Wrap-up Closing and Resolutions or Decisions for the Coffee Season	Hussein Agraw, Board President -ECEA		
<b>19:00 –</b>	<b>DINNER</b>	<b>SHERATON ADDIS</b>		

