

2nd Pu'er International Specialty Coffee Expo 2019: Program

Wednesday, March 13 (Day One)

8:00 – 15:30

REGISTRATION & INFORMATION IN LOBBY

9:00 – 10:30 (90 min)

Session 1: Global Coffee Dynamics

Our lineup of industry professionals and commodities experts explore many of the common issues facing coffee farmers around the world.

9:00 – 9:10 (10 min)

Opening Remarks and Introductions

9:10 – 9:30 (20 min)

Keynote Address: Global Cooperation

With roughly 70 countries around the world producing coffee, global collaboration on key issues facing the coffee industry is a daunting challenge. The keynote address will explain why collaboration is critical for the long-term health of producers, roasters, and everyone else in the coffee value chain.

9:30 – 9:50 (20 min)

The Unreal Economy: The C-Market's Role in Global Coffee Prices

The C-market is determined by worldwide supply and demand and futures contracts. One factor that doesn't come into play? A farmer's production costs. This presentation will discuss the influence the C-market has on global green coffee pricing and why the C-market doesn't reflect this key factor.

9:50 – 10:10 (20 min)

Meet the Yunnan Coffee Price Index

On Nov. 1, 2018, the Yunnan International Coffee Exchange (YCE) and the government of Pu'er City jointly released the Yunnan Coffee Price Index. In this talk, a representative of YCE will discuss the new index and its potential for Chinese coffee farmers.

10:10 – 10:30 (20 min)

What's Next for the Global Coffee Community?

Price fluctuations. Climate challenges. Labor shortages. This session will talk about the critical issues the global coffee community must confront in 2019 and beyond.

10:30 – 11:00 (30 min)

COFFEE BREAK IN LOBBY

11:00 – 12:30 (30 min)

Session 2: Industry Leaders Explore Solutions

In this keynote session, key industry leaders share their thoughts on critical issues for the global coffee industry and potential solutions.

11:00 – 12:20 (80 min)

Panel Discussion: Supporting the World's Coffee Growers

An experienced panel of industry experts discuss how to effectively support the world's coffee growers with living wages, technical support, and access to global markets.

12:20 – 12:30 (10 min)

Questions & Answers

12:30 – 14:00 (90 min)

LUNCH

14:00 – 15:30 (90 MIN)

Session 3: In-Country Success Stories

Leaders of coffee organizations in other producing countries highlight methods they used to modernize and stabilize coffee production for local coffee growers.

14:00 – 14:30 (30 min)

A View from Colombia

14:30 – 14:55 (25 min)

A View from Central America

14:55 – 15:20 (25 min)

A View from Africa

15:20 – 15:30 (10 min)

Questions & Answers

15:30 – 16:00 (30 min)

COFFEE BREAK IN LOBBY

16:00 – 17:30 (90 min)

Session 4: Access to Key Global Markets

A panel of international coffee roasters provides insights into how the Chinese coffee industry can achieve access to global markets.

16:00 – 17:20 (80 min)

Panel Discussion: Market Access

Panelists:

- U.S. Green Coffee Market
- European Green Coffee Market
- Japanese Green Coffee Market
- Korea Green Coffee Market

Roaster representatives from four international coffee markets discuss what they're looking for, their requirements, and how they source new coffees.

17:20 – 17:30 (10 min)

Questions & Answers

17:30 – 18:00 (30 min)

IWCA Reception

The Chinese chapter of the International Women's Coffee Alliance (IWCA) welcomes forum attendees to this special reception, where they'll update China's coffee industry on the IWCA's organizational efforts and plans for the future.

18:30 – 20:00 (90 min)

DINNER AT HOTEL

Thursday, March 14 (Day Two)

8:00 – 15:30

REGISTRATION & INFORMATION IN LOBBY

9:00 – 10:30 (90 min)

9:00 – 9:05 (5 min)

Opening Remarks and Introductions

9:05 – 9:20 (15 min)

Profit Margins: Which Grade Is Best for Your Farm?

This talk will discuss how coffee producers can determine the right strategy for their farms.

9:20 – 10:20 (60 min)

Commercial vs. Premium vs. Specialty

Experts representing the international and Chinese coffee markets offer their perspective on the market opportunities that exist for commercial, premium, and specialty grade coffees.

10:20 – 10:30 (10 min)

Questions & Answers

10:30 – 11 (30 min)

COFFEE BREAK IN LOBBY

11:00 – 12:30 (30 min)

Session 2: Alternate Business Strategies for Coffee Farming (Continued)

Speakers representing the international and Chinese coffee markets discuss considerations for commercial, premium, and specialty grade coffees, including quality vs. quantity, topographies and planting density, harvesting and processing strategies, and market pricing.

11:00 – 11:25 (25 min)

Commercial Coffee Dynamics

11:25 – 11:50 (25 min)

Premium Coffee Dynamics

11:50 – 12:15 (25 min)

Specialty Coffee Dynamics

12:15 – 12:30 (15 min)

Questions & Answers

12:30 – 14:00 (90 min)

LUNCH

14:00 – 15:00 (60 MIN)

Session 3: Roasting Yunnan Coffees

Different blending and roasting strategies require different green coffee characteristics and flavor profiles. In this session, expert roasters from around the world discuss the role Chinese coffees can play in the global roasting sector.

14:00 – 15:00 (60 min)

Yunnan Coffee: Flavor Profiles, Cost Advantages, & Blending Basics

Roasters discuss the advantages of using Yunnan coffee from three different perspectives. The session includes a general discussion of Yunnan coffee's flavor, physical, and roasting characteristics, along with ways roasters might use these coffees in blending and roasting strategies.

15:00 – 15:10 (10 min)

Questions & Answers

15:10 – 16:00 (50 min)

Session 4: 2019 and Beyond (2019)

Three panelists discuss China's potential as both a producing and consuming country, the opportunities this provides, and how these dual opportunities place China in the center of the global coffee community.
China as a Consuming & Producing Country

China's Role in the Global Green Coffee Sector

16:00 – 16:10 (10 min)

Questions & Answers

16:10 – 16:40 (30 min)

COFFEE BREAK IN LOBBY

16:40 – 17:50 (70 min)

Session 5: Yunnan Coffee Q&A

Open question and answer session for producers.

16:40 – 17:40 (60 min)

Producer Q&A

Producers have the opportunity to ask questions to our panel of global coffee experts.

17:40 – 17:50 (10 min)

Producer Inspiration for 2019 and Beyond

The program concludes with a few words of inspiration and closing thoughts on China as a coffee origin.

17:50 – 18:00 (10 min)

Forum Wrap Up

19:00 – 21:00 (120 min)

Wrap-Up Party