

China International Specialty Coffee Expo 2020: Program

Wednesday, March 18 (Day One)

8:00 – 15:30

REGISTRATION & INFORMATION IN LOBBY

9:00 – 10:30 (90 min)

Session 1: Coffee Prices, Volatility, and Sustainability— the International Coffee Community Responds

International coffee experts discuss the current state of the global coffee market.

9:00 – 9:10 (10 min)

Opening Remarks and Introductions

9:10 – 9:55 (45 min)

Presentation 1: Details to be announced

9:55 – 10:30 (35 min)

Presentation 2: Details to be announced

10:30 – 11:00 (30 min)

COFFEE BREAK IN LOBBY

11:00 – 12:00 (60 min)

Session 2: Updates on Consumption, Production, Import, and Export Statistics

Industry leaders share the latest updates on consumption, production, import, and export statistics.

11:00 – 11:30 (30 min)

China Consumption and Production Updates

Learn the latest statistics and insight regarding China's consumption and production levels.

11:30 – 12:00 (30 min)

China Import and Export Updates

Learn the latest statistics and insight regarding China's import and export levels.

12:00 – 13:40 (100 min)

LUNCH

13:40 – 17:30 (170 min)

Session 3: Producing Country Presentations

Producing countries present highlights of their internal coffee industries.

13:40 – 14:40 (60 min)	Uganda: Portrait Country Presentation
14:40 – 15:10 (30 min)	Country 2: Details to be announced
15:10 – 15:40 (30 min)	Country 3: Details to be announced
15:40 – 16:10 (30 min)	COFFEE BREAK IN LOBBY

16:10 – 16:40 (30 min)	Country 4: Details to be announced
16:40 – 17:10 (30 min)	Country 5: Details to be announced
17:10 – 17:30 (20 min)	Questions & Answers
18:00 – 20:00 (120 min)	DINNER (no-host at local restaurant)

Thursday, March 19 (Day Two)

8:00 – 15:30

REGISTRATION & INFORMATION IN LOBBY

9:00 – 12:00 (180 min)

Session 4: Development Trends of the Asian Coffee Market

Asian coffee professionals update the development of the Asian coffee market and the potential use of Robusta coffee in global markets.

9:05 – 9:35 (30 min)

Asian Market Analysis

A major player in the Asian market provides an in-depth view of Asia's growth and potential.

9:35 – 10:20 (45 min)

The Emergence of Fine Robustas and the Potential for Integration in Green Coffee Portfolios

Our panel highlights the benefits of including Fine Robustas in your blends and as a unique single origin coffee.

10:20 – 10:50 (30 min)

COFFEE BREAK IN LOBBY

10:50 – 11:20 (30 min)

Challenges and Requirements Facing Coffee Producers

Asian coffee professionals explore the immediate challenges and requirements coffee producers face in the short and long term.

11:20 – 11:50 (30 min)

Upcoming Changes in the Yunnan Coffee Industry

Our panel discusses the benefits of professional processing services and economies of scale in resolving Yunnan coffee challenges.

11:50– 12:00 (10 min)

Questions & Answers

12:00 – 13:40 (100 min)

LUNCH

13:40 – 17:30 (170 min)

Session 5: Consumers Drive Growth and Innovation

China's rapidly growing coffee consumption is being driven by young, educated, middle-class Chinese. However, the café segment is in its infancy and there are many challenges ahead. In this session, presenters explore some of the industry's most important issues.

13:40 – 14:10 (30 min)

Why Global Capital Markets Are Increasingly Interested in China's Coffee Industry

Experts discuss the global capital markets' current interest level in China's coffee industry and the potential impact of increased investment in stimulating the industry's future growth and innovation.

14:10 – 15:00 (50 min)

Exploration the Diversified Business Model of Specialty Coffee

With the rapid growth of the retail coffee sector, owners and operators are faced with crucial decisions whether to pursue growth-oriented vs. boutique business models. Our presenters discuss many of the fundamental issues associated with these decisions.

15:00 – 15:30 (30 min)

COFFEE BREAK IN LOBBY

15:30 – 16:15 (45 min)

China as a Consuming Country: E-commerce and Social Media Within Your Retail Concepts

Today's retailers are increasingly driven by critical e-commerce and online opportunities. Our panelists discuss how and when these platforms should be applied to your business.

16:15 – 17:00 (45 min)

Competitions: What Drives Success and Positive Impact in the Industry

Organizations with well-established international competitions discuss their strategies for success and what drives a competition's integrity and success.

17:00 – 17:15 (15 min)

Questions & Answers

17:15 – 17:30 (15 min)

Closing Remarks and Inspiration

Ted Lingle shares his insights and inspiration.

18:00 – 20:00 (120 min)

CLOSING DINNER