










WCLF 2013 Session Information





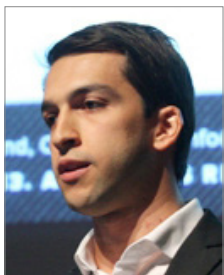
Plenary Session

Session	Speaker	Topic and Speakers
Keynote Speech		Global Coffee Industry Issue & Trend Roberio Oliveira Silva Executive Director of International coffee Organization
Plenary Session 1 Asian Coffee Market Insight		Overviews of Coffee Industry in Japan: For further sustainable development of coffee industry, what are the necessary to be appreciated and supported by consumers Hidetaka Hayashi President of Hayashi Coffee Institute
		Indonesian Coffee Overview: Past, Present & Future Dr. Soetanto Abdoellah Soeparto Scientific Board of Indonesian Coffee and Cocoa Research institute
		The Specialty Coffee Market & Training in China these years Fang Bai Vice President of China Barista & Coffee School





Plenary Session

Session	Speaker	Topic and Speakers
Plenary Session 2 Global Coffee Market and Specialty Coffee		<p>The State of the Specialty Coffee Industry</p> <p>David Veal Director of Professional Development for the SCAA (Specialty Coffee Association of Europe)</p>
		<p>The State of the Specialty Coffee Industry</p> <p>Ellie Hudson Director of Professional Development for the SCAA (Specialty Coffee Association of America)</p>
Plenary Session 3 Changes in Coffee Market		<p>Changes in the Coffee Consuming Market and the Emergence of Alternatives</p> <p>Chris Ryan Editor of Fresh Cup Magazine</p>
		<p>Update on Scientific Status of Coffee and Health Issues</p> <p>Dr. Daniel Steffen Principal of A-D Policy Analysis Inc.</p>
		<p>Panel Discussion: Changes in Coffee Market, What's next?</p> <p>Moderator : David Veal (Director of Professional Development for the SCAA) Panelist : Hidetaka Hayashi, Dr. Soetanto Abdoellah Soeparto, Ellie Hudson, Chris Ryan, Dr.Daniel Steffen</p>



Plenary Session

Session	Speaker	Topic and Speakers
Plenary Session 4 Coffee Leaf Rust		<p>Impact of Rust in Honduras and Management Strategy</p> <p>Napoleón Matute Manager of Las Lagunas Investigation Center, CAFÉ DE HONDURAS(IHCAFE)</p>
		<p>Coffee leaf Rust Status and Achivements on Recovery with New Varieties in Colombia</p> <p>Santiago Pardo Director of Asia Region for Colombian Coffee Growers Federation</p>
Plenary Session 5 Coffee Price & Marketing Strategy		<p>Coffee Prices, Market Balance and Volatility</p> <p>Prof. Christopher L. Gilbert Professor of Econometrics at the University of Trento</p>
		<p>Creating Extraordinary Coffee: A Story and a Recipe</p> <p>Geoff Watts Vice President of Intelligentsia Coffee</p>
Plenary Session 6 Relationship		<p>The Relationship Coffee Model: A Story and Recipe</p> <p>David Piza Relationship Coffee Manager of Sustainable Harvest</p>

Plenary Session

Session	Speaker	Topic and Speakers
Plenary Session 7 Sustainability & Fair Trade		<p>Strengthening The Supply Chain: Building Relationships, Partnerships</p> <p>Mario Arroyo Uder Promotion Director Café de Costa Rica</p>
		<p>Tracing SUSTainability</p> <p>Juliette Caulkins Emerging sustainable Markets Director of UTZ Certified</p>
		<p>The Fair Trade Coffee Trading System and the Effect of Partnership</p> <p>Sugumar Raman Director of Operations for FLO-CERT</p>
		<p>Panel Discussion:</p> <p>Moderator: Sarah Allen(Editor and Co-founder of Barista Magazine)</p> <p>Panelist: Santiago Padro, Prof. Christopher L. Gilbert, Geoff Wahhsts, David Piza, Mario Arroyo Uder, Juliette Caulkins, Sugunar Raman</p>


Technical Session

Session	Speaker	Topic and Speakers
Technical Session 1 Brewing	 A portrait of Bailey Manson, a man with dark hair and a beard, wearing a purple shirt and a patterned tie. He is looking slightly to the right of the camera.	Deeper Understanding of Brewing Bailey Manson Educator of Intelligentsia Coffee
Technical Session 2 Brewing	 A portrait of Pete Licata, a man with a beard and a bald head, wearing a dark suit jacket, a white shirt, and a patterned tie. He is looking slightly to the left of the camera.	A Journey to WBC Pete Licata 2013 World Barista Champion (WBC)

World Coffee Adventure Session

Origin	Topic and Speakers
 <p data-bbox="550 409 678 443">Costa Rica</p>	<p data-bbox="746 349 1353 501"> Organization Café de Costa Rica Title Café de Costa Rica's Eight Coffee Growing Regions Speaker Mario Arroyo Uder, Promotion Director </p>
 <p data-bbox="550 723 678 757">Colombia</p>	<p data-bbox="746 667 1326 819"> Organization Cillombia Coffee Growers Federation Title Perspectives for the Colombian Coffee in Korea Speaker Santiago Pardo, Director </p>
 <p data-bbox="576 1041 652 1075">Brazil</p>	<p data-bbox="746 983 1345 1135"> Organization Brazil Specialty Coffee Association (BSCA) Title The Brazilian Diversity Speaker Henrique Sloper de Araujo, President </p>
 <p data-bbox="576 1359 652 1393">India</p>	<p data-bbox="746 1319 1189 1431"> Organization Coffee Board of India Title Coffees of India Speaker Jawaid Akhtar, Chairman </p>
 <p data-bbox="560 1673 668 1706">Burundi</p>	<p data-bbox="746 1619 1267 1731"> Organization Intercafe – Burundi Title Burundi Specialty Movement Speaker Francois Nkurunziza, Chairman </p>

Business Session

Session	Speaker	Topic and Speakers
Business Session 1		Trabocca Menno Sinons President
Business Session 2		Klatch Coffee Mike Perry CEO, Roast Master
Business Session 3		Café de Costa Rica Mario Arroyo Uder Promotion Director

World Coffee Youth Leadership Forum

Session	Speaker	Topic and Speakers
World Coffee Youth Leadership Forum 1		My Coffee Life KwangSun Kim Cair of 2013 Angel-in-us World Grnad-prix Barista Championship
World Coffee Youth Leadership Forum 2		All about Cupping and Cupper InYoung Song Education Specialist of SPC Culinary Academy
World Coffee Youth Leadership Forum 3		Cross it off the Bucket List – To Become Korean Top Barista Se-na Lee Marketing Specialist of Dunkin Donuts